



Application

10357 - 2018 Travel Demand Management (TDM)

10913 - Transforming Renters' Transportation Choices

Regional Solicitation - Transit and TDM Projects

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

Organization Information

Name: MOVE MINNESOTA

Jurisdictional Agency (if different): TRANSIT FOR LIVABLE COMMUNITIES

Organization Type: In-State not for profit
Organization Website:
Address: 2446 University AVE W
SUITE 170

* ST PAUL Minnesota 55114
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Project Information

Project Name Transforming Renters' Transportation Choices
Primary County where the Project is Located Hennepin, Ramsey
Cities or Townships where the Project is Located: Minneapolis, Saint Paul
Jurisdictional Agency (If Different than the Applicant):

Transforming Renters' Transportation Choices is an innovative TDM project that develops a new model of renter-focused TDM, using new and existing apartment buildings along the METRO Green Line LRT as testing ground to develop and hone the model.

The area around the Green Line serves a breadth of communities, income levels, and real estate owners. While LRT and associated transit-oriented development enable residents who want to own fewer vehicles to better achieve that goal, a new LRT line in itself is not sufficient to reduce auto ownership (U of MN Center for Transportation Studies, January 2015). Additional infrastructure or behavior change programming is necessary. Furthermore, much of traditional TDM programming relies on Individual Marketing (IM), which is less likely to reach residents who move frequently as renters rather than owning a home. TDM work focusing on the increasingly-dense rental housing along the corridor has significant opportunity to influence behavior change of swaths of residents.

Brief Project Description (Include location, road name/functional class, type of improvement, etc.)

In this 2-year program, Move Minnesota will focus intensively on the new and expanded housing developments along the Green Line, creating a program centered on providing tangible transportation choices tailored to the specific needs of people who rent along the Green Line. The goal of the project is to develop and implement TDM programming that will shape renter behavior change, both at a policy level and an implementation level.

To accomplish this goal, Move Minnesota will: provide a customized toolkit for the companies that own large rental complexes adjacent to the Green

Line; impact city policies that constrain TDM outcomes for renters and dense housing; and provide direct behavior change tools to groups of residents.

Move Minnesota has identified dozens of potential sites across Minneapolis and Saint Paul neighborhoods, including: downtown Saint Paul, downtown Minneapolis, the University of Minnesota student campus, Midway, and Frogtown-Rondo. These potential sites represent a variety of user groups with different concerns: high-end apartments in dense downtown areas, students with limited income who move extremely frequently, low-income renters seeking affordable housing, 3-bedroom rentals suited for families, etc. By sampling different types of sites throughout the corridor, Move Minnesota will be able to develop a comprehensive model for TDM that truly addresses the specific concerns of renters, as well as rental agencies and buildings looking to participate in TDM work.

(Limit 2,800 characters; approximately 400 words)

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

N/A

Project Length (Miles)

0

to the nearest one-tenth of a mile

Project Funding

Are you applying for competitive funds from another source(s) to implement this project?

No

If yes, please identify the source(s)

Federal Amount

\$296,614.00

Match Amount

\$77,092.00

Minimum of 20% of project total

Project Total

\$373,706.00

Match Percentage

20.63%

Minimum of 20%

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

Source of Match Funds

fee for service contracts, individual donations

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:** 2020

Select 2020 or 2021 for TDM projects only. For all other applications, select 2022 or 2023.

Additional Program Years: 2021

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

Project Information-Transit and TDM**County, City, or Lead Agency** Move Minnesota**Zip Code where Majority of Work is Being Performed** 55104**Total Transit Stops** 0**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
(Intersection or Address)**Name of Park and Ride or Transit Station:** N/A

e.g., MAPLE GROVE TRANSIT STATION

(Approximate) Begin Construction Date**(Approximate) End Construction Date****Primary Types of Work** TDM

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.

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 (2015), 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 goals, objectives, and strategies that relate to the project.

Goal C, p. 2.8: Access to Destinations:

- 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, p. 2.12: Healthy Environment

- 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, p. 2.13: 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.

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)

Policy 2.6: Manage the role and impact of automobiles in a multi-modal transportation system.

2.6.1: Encourage the implementation of Travel Demand Management (TDM) plans and programs that identify opportunities for reducing the generation of new vehicle trips from large developments.

List the applicable documents and pages:

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.

- 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.

4. The project must exclude costs for studies, preliminary engineering, design, or construction engineering. Right-of-way costs are only eligible as part of 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

Transit Modernization: \$100,000 to \$7,000,000

Travel Demand Management (TDM): \$75,000 to \$500,000

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

8. The project must comply with the Americans with Disabilities Act (ADA).

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

9. In order for a selected project to be included in the Transportation Improvement Program (TIP) and approved by USDOT, the public agency sponsor must either have, or be substantially working towards, completing a current Americans with Disabilities Act (ADA) self-evaluation or transition plan that covers the public right of way/transportation, as required under Title II of the ADA.

The applicant is a public agency that employs 50 or more people and has an adopted ADA transition plan that covers the public right of way/transportation.

Date plan adopted by governing body

The applicant is a public agency that employs 50 or more people and is currently working towards completing an ADA transition plan that covers the public rights of way/transportation.

Date process started

Date of anticipated plan completion/adoption

The applicant is a public agency that employs fewer than 50 people and has a completed ADA self-evaluation that covers the public rights of way/transportation.

Date self-evaluation completed

The applicant is a public agency that employs fewer than 50 people and is working towards completing an ADA self-evaluation that covers the public rights of way/transportation.

Date process started

Date of anticipated plan completion/adoption

(TDM Applicants Only) The applicant is not a public agency subject to the self-evaluation requirements in Title II of the ADA. Yes

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

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

11. The owner/operator of the facility must operate and maintain the project year-round for the useful life of the improvement, per FHWA direction established 8/27/2008 and updated 6/27/2017.

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

12. 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

13. 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

14. 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.

Transit Expansion and Transit Modernization projects only:

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. Each transit application must show independent utility and the points awarded in the application should only account for the improvements listed in the application.

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

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.

Travel Demand Management projects only:

The applicant must be properly categorized as a subrecipient in accordance with 2CFR200.330.

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

The applicant must adhere to Subpart E Cost Principles of 2CFR200 under the proposed subaward.

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

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 (not calculated 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
Subtotal	\$0.00
Other Costs - Administration, Overhead,etc.	\$373,706.00

Totals

Total Cost	\$373,706.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$373,706.00

Measure A: Project's Use of Existing Infrastructure

The central goal of the project is to shift single-occupant vehicle trips to other modes, making use of existing facilities. We therefore have concentrated the project around the existing Green Line, one of the premiere transit resources in the regional transportation network. Our initial planning has prioritized zones and apartment buildings that not only have easy access to the Green Line, but also have connections to multimodal options such as bikeshare, care-share, and pedestrian facilities.

Key attributes and facilities include:

- direct connections to major bike facilities, including: the Capitol City Bikeway, John Ireland Boulevard/Summit Avenue throughway, Como Avenue, the University of Minnesota Transitway and Bike Trail, East and West River Parkway Trails, and the Hiawatha Avenue Trail. There are also numerous minor existing and planned bike facilities and throughways.

- over three dozen Nice Ride stations, which are likely to continue to be priority sites as Minneapolis and Saint Paul transition into virtually-docked bikes

- neighborhoods are within zones served by carshare, including direct access to a dozen HOURCAR rental sites along the line

- access to readers from the ZAP Twin Cities network, a bicycle commuter benefits program that incentivizes people to ride bikes to work in Minneapolis and Saint Paul

- popular public art and walking destinations adjacent to the line, such as: Gateway, Gold Medal, and Rice Parks; Nicollet Mall; the Landmark Plaza; and 5 major museums

Response:

In addition to the physical infrastructure, our work on the Green Line capitalizes on Move Minnesota's multi-year history of organizing in adjacent Saint Paul neighborhoods, drawing on existing relationships with transportation providers and communities. These connections will enable us to draw on partnerships to offer a comprehensive set of multimodal options for renters.

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

9600

Our target population is renters, especially renters in density-rich housing and affordable housing, residing within a mile of the Green Line. Renters along the Green Line represent a diverse cross-section of the city's residents, including students, families, low-income residents, and communities of color.

In the census tracts immediately adjacent to the Green Line, 68% of residents were renters during the 2010 census, a number that has only increased given the population influx and shortages of housing in Minneapolis and Saint Paul. Two-thirds of these renters live in apartment buildings, with these 13,000+ residents living mostly within a half-mile of the line.

Response:

Move Minnesota has developed a list of several dozen high-density apartment complexes as potential sites, concentrated in nodes in downtown Minneapolis, downtown Saint Paul, near the University of Minnesota, and Frogtown-Rondo. By connecting residents to the existing transit and bikeway networks, as well as encouraging walking to nearby destinations, this project will not only reduce congestion, but increase physical activity and support residents in reducing or eliminating their reliance on a car.

We anticipate reaching an average of 2 high-density apartment buildings per month over the 2 years of the project. Most of the identified buildings have 100-300 units of varying sizes, including studio, 1 BR, 2 BR, and 3 BR. Using an average of 2 residents per unit as per the national average (National Multifamily Housing Council, analysis of 2016 American Community Survey from the U.S. Census Bureau) and an average of 200 units per

building, we anticipate reaching 9,600 renters over the course of the project.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Location and Impact to Disadvantaged Populations

Our project is designed to improve access to transportation options for renters along the Green Line, who represent diverse socioeconomic circumstances and backgrounds. In addition to our experience doing outreach to companies from a variety of industries, we have developed deep partnerships with organizations in under-served communities. This will help us design TDM programming for diverse perspectives. We will also develop new partnerships with housing and apartment complex owners and management to ensure we support TDM change from both the top down and the bottom up.

In this project, we will actively engage the following demographic groups through the noted partnerships:

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

- Students: the U of M, including the Center for Transportation Studies and Parking & Transportation Services.

- Communities of color: Frogtown Neighborhood Association, Rondo Library, Ober Center, and a variety of Rec Centers in the Rondo-Frogtown neighborhoods.

- Low-wealth communities: Model Cities and the Public Housing Agency serve low-wealth communities and low-income renters.

- People with disabilities: Specific partners that serve the disability community include The Arc Minnesota and Minnesota Consortium for Citizens with Disabilities.

While each community benefits differently from our work, overall communities will see an increase in health, productivity, and access/connection to their

community through walking, rolling, bicycling, or taking transit.

Productivity will increase in a variety of ways dependent on mode choice: when commuters ride the bus or train, time that was previously 'drive time' can be re-allocated to work or leisure activities. People who bike to work will also see an increase in productivity of about 15% (American College of Sports Medicine), and exercising regularly reduces employee absence as it boosts health.

For low-income renters and people with disabilities, a multimodal TDM approach is even more important because of mode limits. People with disabilities, for example, are more likely to need to use transit as a mode, whereas low-wealth and student communities benefit from walking or bicycling in order to reduce commuting costs and improve financial stability.

All the communities we engage will see an increase in access to community resources. This includes both leisure activities (such as access to a bicycle path for riding with children) as well as resources that improve public health (hospitals and doctors' offices, grocery stores and community gardens, etc).

We do not anticipate any negative externalities, as this project does not include construction. In fact, the more people walk and use bikes, the less likely people are to be injured by a motor vehicle, increasing overall safety (Injury Prevention Journal, 2003).

Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Minneapolis	80275.0	100.0	0.46	45.844
St. Paul	94828.0	100.0	0.54	54.156
				100

Affordable Housing Scoring

Total Population	175103.0
Total Housing Score	100.0
Upload "Regional Economy" map	1530548017545_Map_Regional Economy_Renters.pdf
<i>Click on 'Edit' button on top right of page</i>	

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

The Green Line travels parallel to several major corridors that connect downtown Minneapolis and Saint Paul, two major job centers in the region. In addition to running parallel to congested arterials, such as Principal Arterial Highway 94 other A-Minor Arterials, the Green Line intersects with other major regional transit routes that connect to job and educational centers, such as the Snelling Avenue / A-Line (access to Roseville Mall, Macalester College, and Hamline University) and Hiawatha Ave / Blue Line (access to Mall of America). The Green Line also connects to major bike and walking destinations and trails, such as the Grand Round and the State Capitol complex. The Green Line also runs through the heart of the University of Minnesota Minneapolis campus.

Response:

As an increasingly dense residential corridor, University Avenue and the Green Line Corridor have huge potential for TDM impact. As seen in our past TDM work and in case studies across the country, parking availability and cost are central factors in motivating transportation behavior change. Therefore, we will work with building managers on policies that will incentivize individual users to make cost-driven choices, such as unbundling parking from renting costs or subsidizing HOURCAR trips for tenants. We will also support buildings in incentivizing multimodal use through exploration of transit pass programs, preferential parking for ride-sharing or electric vehicles, bikeshare subsidies, installation of bike racks, walking maps, or other strategies as appropriate to the housing and nearby multimodal resources.

By working not only with the captive audience of renters to change their behavior, but changing the rental environment and decisions made at a

management level, reduction in SOV trips will grow over time as residents cycle through the building and bring their experience and knowledge with walking, bicycling, and transit into other residences. A good example is a college student who has access to a suite of multimodal options while in college, and then looks at renting a smaller house after graduation. Their experience with successfully walking and bicycling make them more likely to choose those options in a new place, helping reduce demand for SOV trips even if they move off the Green Line.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	960
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	11616.0
CO Reduced	27762.24
NOx Reduced	1858.56
CO _{2e} Reduced	4258425.6
PM _{2.5} Reduced	58.08
VOCs Reduced	348.48

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

Response:

5% behavior change * 9600 average weekday users * 2 (commute + return trip) = 960 one-way daily commute trips reduced

960 trips reduced * 12.1 miles = 11,616 daily VMT reduced

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

Focusing on the rental community presents a unique opportunity for TDM work because of the strong captive audience combined with the ripple-effect of building management decisions. Large-scale decisions are generally handled by building management, which is eager to reduce costs. Affordable housing complexes, which regularly experience waitlists and a high amount of demand, have the same desire to reduce overall costs in pursuit of sustainability.

At the same time, the growth in luxury apartments in Minneapolis and Saint Paul creates greater competition, increasing the desire of management to improve their ability to market their available units to a wide range of renters. While transit oriented developments include these considerations built in from the start, other types of development often include excessive amounts of parking. This is especially true of buildings that existed prior to the construction of the Green Line and recent bikeway construction, where repurposing one parking space could reduce SOV trips while improving the amount of bike parking tenfold.

Response:

Rental TDM efforts in the Twin Cities have been folded into broader TDM projects, which often relies on Individual Marketing and direct mail, tools that are extremely effective in reaching people who experience greater housing stability as homeowners. This project is unique in its approach in the region because of its shift away from homeowners, who are often considered to be more likely to engage in TDM work, to apartment dwellers: a dense captive audience that is more likely to be competing for space to store their cars. This new strategy has great potential given not only the shifts in housing demand in Minneapolis and

Saint Paul, but the long-term intergenerational shift away from homeownership toward renting. In 2016, less than 30% of young adults owned a home in the United States, compared to more than 50% in 1975 (U.S. Census Bureau). While a variety of factors influence this reality, this transformation creates a huge opportunity to re-think TDM approaches to more effectively change behavior of people who are renting for longer stretches of time, both during their transition into adulthood and as established or aging adults.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Move Minnesota has a long history of effectively delivering TDM programming. Through our Workplaces program, we consult with Saint 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. Move Minnesota has been awarded and successfully completed work on multiple previous Regional Solicitation TDM projects.

Move Minnesota maintains strong partnerships with a variety of public and private stakeholders, and is experienced at building partnerships with a diverse array of organizations, including those that serve low-wealth communities, communities of color, people with disabilities, and more.

Response:

This project will be led by Becky Alper, program manager. Becky has over 8 years of professional transportation planning and marketing experience in the public, private, and nonprofit sectors. Since joining Move Minnesota in 2015 has developed and instituted fee-for-service models for employer TDM services.

Additional support will be provided by Emma Pachuta, director of programs. Emma has considerable experience managing TDM work, having worked at Move Minnesota since 2011 and overseen multiple wide-scale TDM projects. Emma holds a master's degree in Community and Regional Planning.

(Limit 1,400 characters; approximately 200 words)

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:

25 Points

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

Yes

15 Points

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

0 Points

After the two-year pilot phase, the intensive design and engagement of TDM work with high-density apartments on the Green Line will come to a close, and we will evaluate the project to determine next steps. Given the rapidly-changing rental landscape in Minneapolis and Saint Paul, there are a number of likely scenarios, including an expansion to work with additional buildings on the Green Line, a geographic shift to focus on different infrastructure, or focusing on a more specialized kind of rental housing that is growing more rapidly (such as affordable housing or luxury apartments).

Response:

Depending on the direction Move Minnesota takes this project, there are several current and future partners who are potential funders of this work, mostly private companies who would see tangible benefits from implementing this kind of TDM project. Move Minnesota's fee-for-service model continues to expand, and has been a part of our recent work with employers, as well as an important component of our local match for prior innovative TDM projects awarded through the Regional Solicitation. 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 continue to grow as we establish relationships with building management firms across Minneapolis and Saint Paul.

As competition for land use across Minneapolis and Saint Paul becomes more intense, and the population growth continues to outpace the growth of housing, regional demands to reduce surface parking and roadways continue to intensify, creating a need for proven TDM strategies as housing is being built.

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

File Name	Description	File Size
Letter of Support_Augusburg College for Move Minnesota.pdf	Letter of Support from Augsburg College	66 KB
Letter of Support_Metro Transit for Move Minnesota.pdf	Letter of Support - Metro Transit for Move Minnesota	33 KB
Letter of Support_PHA for Move Minnesota.pdf	Letter of Support from PHA	179 KB
Map_Socio-Economic Conditions_Renters.pdf	Map_Socio Economic Conditions	4.9 MB
Move Minnesota_Renters_1-page Summary.pdf	Move Minnesota 1-page Summary	487 KB
Move Minnesota_Renters_Memo Regarding Local Match.pdf	Project Budget - Memo Re: Local Match	1.3 MB
Move Minnesota_Renters_Project Budget.pdf	Project Budget	21 KB

Regional Economy

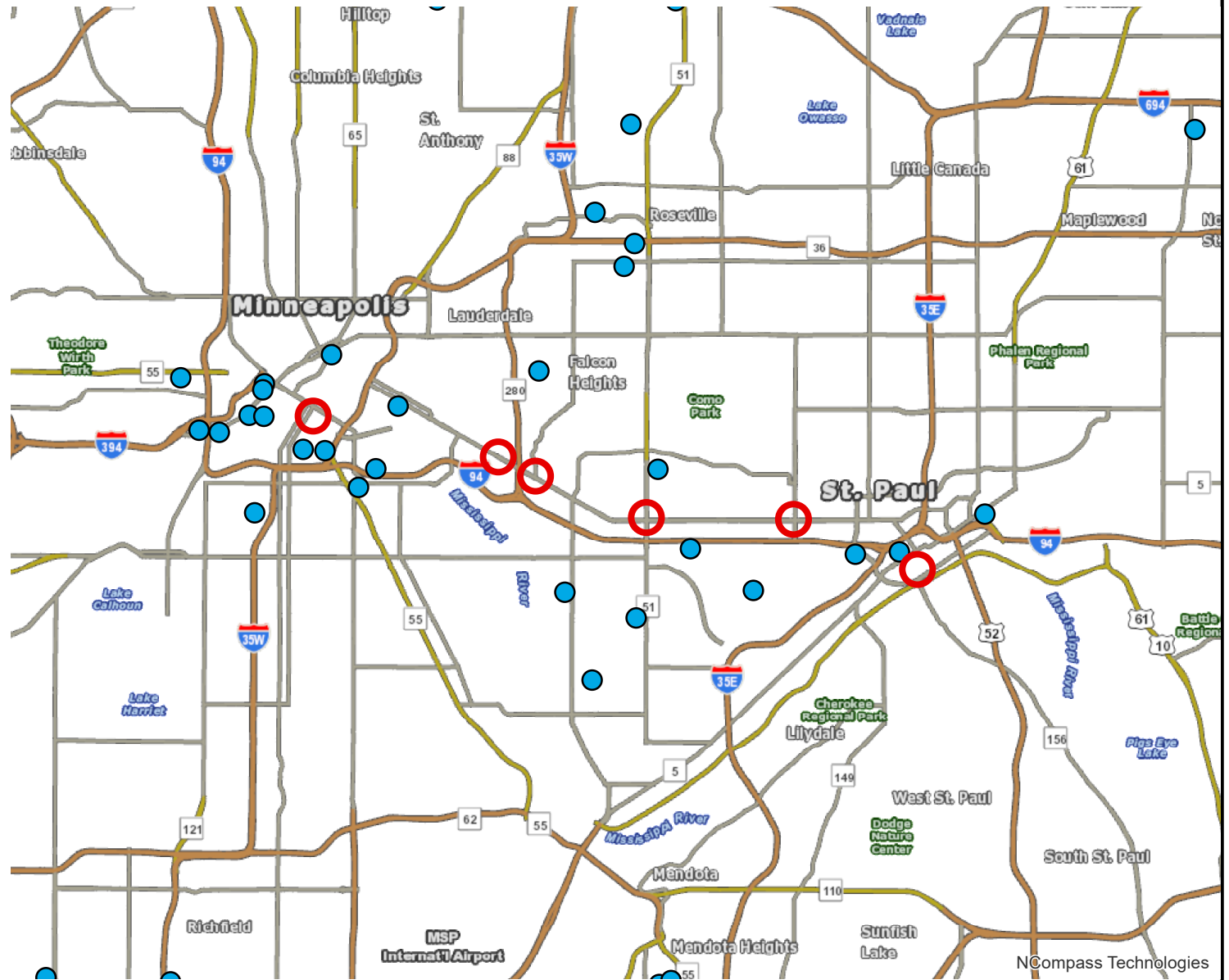
Results



WITHIN ONE MI of project:
Postsecondary Students: 18562

Totals by City:

Minneapolis
Population: 80275
Employment: 221290
Mfg and Dist Employment: 10182

St. Paul
Population: 94828
Employment: 131475
Mfg and Dist Employment: 11117



-  Project Points
-  Postsecondary Education Centers



Created: 7/2/2018
LandscapeRSA5



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<http://giswebsite.metc.state.mn.us/gisitenew/notice.aspx>



NCompass Technologies

July 9, 2018

Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

To whom it may concern:

I am writing on behalf of Augsburg University to express support for Move Minnesota and their proposed project for the 2018 Regional Solicitation for Travel Demand Management Funding. Their project is to work with renters and apartment management along the METRO Green Line to reduce drive-alone travel of renters along the corridor.

Move Minnesota has a history of working to improve connections and mobility options for residents, employees, and visitors in the Twin Cities. As Saint Paul and Minneapolis continue to see an increasing demand for rental housing, the high-density apartment buildings they propose to work with are key to ensuring that people take advantage of our walking, bicycling, and transit infrastructure. This is especially important along increasingly-congested corridors such as the Green Line, which serves many neighborhoods as an alternative to I-94 or driving along University Avenue.

In our previous experience working with Move Minnesota, we have appreciated how their work balances the need for systemic change with on-the-ground, one-on-one engagement in communities and with residents. We strongly support this project, and are confident they will make a marked difference in the ability of communities along the METRO Green Line to change their long-term approach to commuting and travel.

Sincerely,



Ann Garvey
Vice President of Student Affairs
Transit Task Force co-chair



July 12, 2018

Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

To whom it may concern:

I am writing on behalf of Metro Transit to express support for Move Minnesota and their proposed project for the 2018 Regional Solicitation for Travel Demand Management Funding. Their project is to work with renters and apartment management along the METRO Green Line to reduce drive-alone travel of renters along the corridor.

The proposed project will provide outreach, planning and customized programs for rental properties at a level of service that is not currently available from Metro Transit.

Move Minnesota has a history of working to improve connections and mobility options for residents, employees, and visitors in the Twin Cities. As Saint Paul and Minneapolis continue to see an increasing demand for rental housing, the high-density apartment buildings they propose to work with are key to ensuring that people take advantage of our walking, bicycling, and transit infrastructure. This is especially important along increasingly-congested corridors such as the Green Line, which serves many neighborhoods as an alternative to I-94 or driving along University Avenue.

In our previous experience working with Move Minnesota, we have appreciated how their work balances the need for systemic change with on-the-ground, one-on-one engagement in communities and with residents. We strongly support this project and are confident they will make a marked difference in the ability of communities along the METRO Green Line to change their long-term approach to commuting and travel.

Sincerely,

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

Bruce Howard
Director, Customer Services and Marketing
Metro Transit

A service of the Metropolitan Council



July 3, 2018

Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

To whom it may concern:

I am writing on behalf of Saint Paul Public Housing Agency (PHA) to express support for Move Minnesota and their proposed project for the 2018 Regional Solicitation for Travel Demand Management Funding. Their project is to work with renters and apartment management along the METRO Green Line to reduce drive-alone travel of renters along the corridor.

Move Minnesota has a history of working to improve connections and mobility options for residents, employees, and visitors in the Twin Cities. As Saint Paul and Minneapolis continue to see an increasing demand for rental housing, the high-density apartment buildings they propose to work with are key to ensuring that people take advantage of our walking, bicycling, and transit infrastructure. This is especially important along increasingly-congested corridors such as the Green Line, which serves many neighborhoods as an alternative to I-94 or driving along University Avenue.

In our previous experience working with Move Minnesota, we have appreciated how their work balances the need for systemic change with on-the-ground, one-on-one engagement in communities and with residents. We strongly support this project, and are confident they will make a marked difference in the ability of communities along the METRO Green Line to change their long-term approach to commuting and travel.

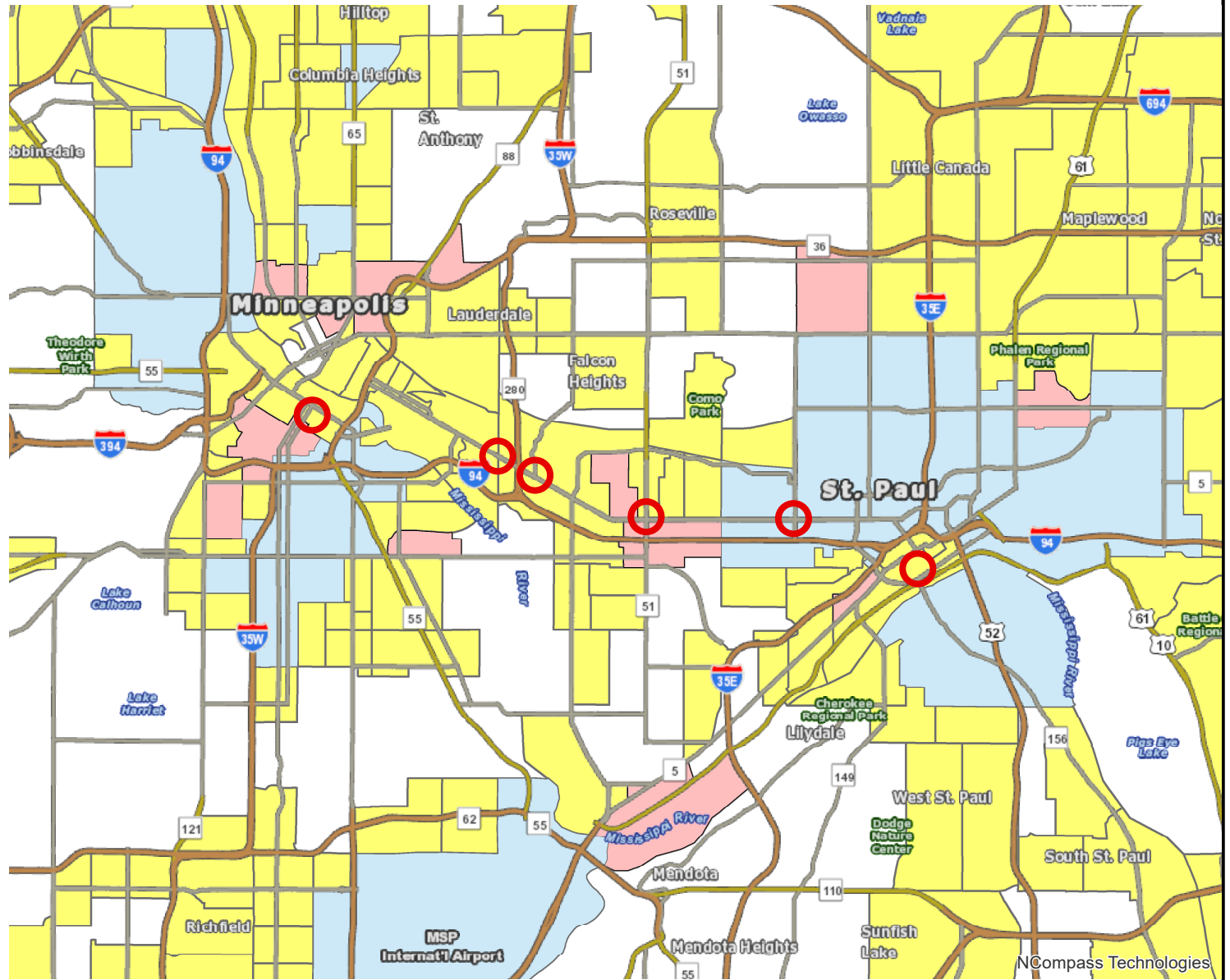
Sincerely,





Alicia Huckleby
Resident Initiatives Director
Saint Paul Public Housing Agency

Socio-Economic Conditions

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: 7/2/2018
LandscapeRSA2



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Project Name: Transforming Renters' Transportation Choices
Applicant: Move Minnesota
Project Location: along the METRO Green Line (Minneapolis and Saint Paul)
Requested Award Amount: \$296,614
Total Project Cost: \$373,706

Project Description & Benefits

Transforming Renters' Transportation Choices is an innovative TDM project that develops a new model of renter-focused TDM, using new and existing apartment buildings along the METRO Green Line LRT as testing ground to develop and hone the model.

The area around the Green Line serves a breadth of communities, income levels, and real estate owners. While LRT and associated transit-oriented development enable residents who want to own fewer vehicles to better achieve that goal, a new LRT line in itself is not sufficient to reduce auto ownership (U of MN Center for Transportation Studies, January 2015). Additional infrastructure or behavior change programming is necessary. Furthermore, much of traditional TDM programming relies on Individual Marketing (IM), which is less likely to reach residents who move frequently as renters rather than owning a home. TDM work focusing on the increasingly-dense rental housing along the corridor has significant opportunity to influence behavior change of swaths of residents.

In this 2-year program, Move Minnesota will focus intensively on the new and expanded housing developments along the Green Line, creating a program centered on providing tangible transportation choices tailored to the specific needs of people who rent along the Green Line. The goal of the project is to develop and implement TDM programming that will shape renter behavior change, both at a policy level and an implementation level. To accomplish this goal, Move Minnesota will: provide a customized toolkit for the companies that own large rental complexes adjacent to the Green Line; impact city policies that constrain TDM outcomes for renters and dense housing; and provide direct behavior change tools to groups of residents. By sampling different types of sites throughout the corridor, Move Minnesota will be able to develop a comprehensive model for TDM that truly addresses the specific concerns of renters, as well as rental agencies and buildings looking to participate in TDM work. By connecting residents to the existing transit and bikeway networks, as well as encouraging walking to nearby destinations, this project will not only reduce congestion, but increase physical activity and support residents in reducing or eliminating their reliance on a car.



July 13, 2018

Attn: Elaine Koutsoukos
Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

Re: Local Match for Regional Solicitation Application

Project: Transforming Renters' Transportation Choices

As outlined in our project budget, Move Minnesota works with a variety of local organizations to secure funding for its projects. We have existing fee-for-service contracts with private vendors. We anticipate renewing these and securing additional contracts in advance of the Regional Solicitation TDM grant period (2020 and 2021).

Though we have strong relationships with our partners, due to the timing of renewing contracts and confirming fee-for-service work, we are unable to submit a letter of support because contracts will not be confirmed until after the grant deadline.

In addition to our fee-for-service income, as a nonprofit we receive donations from individuals, which is unrestricted and will fund a significant portion of our local match.

We have many years of experience working to secure private foundation dollars, fee-for-service contracts, and individual donations that have served as a match for CMAQ funding in the past, and are confident in securing sufficient matching funds for this project.

Please don't hesitate to contact me with any questions or concerns. At such time as our contracts are confirmed, we would be happy to provide documentation of the matching funds received.

Thank you very much.

Sincerely,



Jessica Treat, Executive Director

(651) 789-1405

July 13, 2018

Move Minnesota

**2018 Regional Solicitation Project Budget: Transforming Renters' Transportation Choices
Program Years 2020 / 2021**

INCOME

CMAQ Regional Solicitation Grant	\$296,614.00
Fee for Service Contracts	\$39,592.00
Individual Donations	<u>\$37,500.00</u>
Total Income	\$373,706.00

Notes

EXPENSE

Direct Expenses

Salary & Benefits	\$244,395.00
Contracting and consulting	\$30,000.00
Materials	\$19,000.00
Rent/Utilities	\$50,311.00
Marketing	<u>\$30,000.00</u>
Total Expense	\$373,706.00

Notes

Salaries and Benefits for staff - Direct Expenses only
Consultants/Partnerships - Direct Expenses plus 10% Overhead
Outreach materials/incentives - Direct Expenses only
Rent, Utilities - Direct plus 10% Overhead
Non staff - Direct plus 10% Overhead

Net \$0.00

2020-21 Overhead (Indirect Rate)	10%
CMAQ Conditional Grant Total	\$296,614.00
Overhead Expense - @ 10%	<u>\$29,661.40</u>