Application

10357 - 2018 Travel Demand Management (TDM)

10961 - HOURCAR Community Engagement and Outreach Initiative

Regional Solicitation - Transit and TDM Projects

Status:	Submitted
Submitted Date:	07/13/2018 3:46 PM

Primary Contact

Name:*		Paul		Schroeder
	Salutation	First Name	Middle Name	Last Name
Title:	CEO			
Department:				
Email:	pauls@hourcar.org			
Address:	1754 University Avenue W			

*****	St. Paul	Minnesota	55104
	City	State/Province	Postal Code/Zip

Phone:*	612-343-2277		
	Phone		Ext.
Fax:			
What Grant Programs are you most interested in?	Regional Solicitation - Transit and TDM Projects		

Organization Information

Name:	HOURCAR
Jurisdictional Agency (if different):	

Organization Type: In-State not for profit

Organization Website:

Address: 1754 University Ave W

*

St Paul	Minnesota	55104
City	State/Province	Postal Code/Zip

County: Hennepin

Phone:*   612-343-2277

                                Ext.

Fax:

PeopleSoft Vendor Number

Project Information

Project Name   Hourcar Community Engagement and Outreach Initiative

Primary County where the Project is Located   Hennepin, Ramsey

Cities or Townships where the Project is Located: Minneapolis and Saint Paul

Jurisdictional Agency (If Different than the Applicant):

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

HOURCAR seeks TDM funds to engage low-income communities and promote access to multimodal transportation approaches, particularly in disadvantaged neighborhoods. In 2012, HOURCAR applied for and received a grant from the McKnight Foundation to expand its carsharing services to low income neighborhoods. In 2017 HOURCAR engaged in a process of outreach to community-based organizations (CBOs) located in these neighborhoods, including LISC, PPL, Frogtown Neighborhood Association, Aeon, and CommonBond. Following this outreach, HOURCAR took the additional step of lowering rates at eight hubs located in disadvantaged neighborhoods, including the Hamline-Midway and Frogtown neighborhoods in St. Paul and the Phillips neighborhood in Minneapolis These HOURCAR hubs are referred to as "Increased Access Hubs." We have also identified two new zones in North Minneapolis and East St. Paul where we plan to add 6 additional Increased Access Hubs over the next two years (see accompanying maps for details).

Despite our efforts, the number of users at Increased Access Hubs has continued to significantly lag the number of users at hubs located in non-disadvantaged neighborhoods. We have therefore concluded that additional and more intensive outreach is required to better understand the barriers to carsharing for residents in these neighborhoods and to more effectively communicating the advantages of carsharing and a multimodal lifestyle. We have created an outreach strategy that envisions sustained engagement and intentional, ongoing relationships with community organizations and residents. Implementing this strategy exceeds our current organizational capacity and budget. We are therefore applying for funding to support this strategy, which includes:

- A Stakeholders' Committee to help identify barriers and create solutions to mitigate and/or eliminate these barriers for low-income users and people of color.

- A full-time Community Engagement Manager who will leverage community partnerships, engage residents, and promote the benefits of car-sharing across the region.

- Customized marketing and communication materials.

- Focus groups with residents that determine the needs and opportunities in their communities.

References:

Melo, "Hourcar on the move: Locations planned along Central Corridor," ST. PAUL PIONEER PRESS (Mar. 6, 2013 11:01 PM), http://www.twincities.com/2013/03/06/hourcar-on-the-move-locations-planned-along-central-corridor/.

(Limit 2,800 characters; approximately 400 words)

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

CMAQ: Carsharing

Project Length (Miles)

25.8

to the nearest one-tenth of a mile

Project Funding

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

Yes

If yes, please identify the source(s)

Hourcar is identifying other funds for this work, including Bush and St. Paul Foundations.

Federal Amount

$244,355.00

Match Amount

$61,089.00

Minimum of 20% of project total

| **Project Total** | $305,444.00 |

| **Match Percentage** | 20.0% |

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

| **Source of Match Funds** | Unrestricted organization funds |

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:** | 2020 |

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

Project Information-Transit and TDM

| **County, City, or Lead Agency** | HOURCAR |

| **Zip Code where Majority of Work is Being Performed** | 55104 |

Total Transit Stops

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

From:
(Intersection or Address)

To:
(Intersection or Address)

DO NOT INCLUDE LEGAL DESCRIPTION

Or At:
(Intersection or Address)

Name of Park and Ride or Transit Station:

e.g., MAPLE GROVE TRANSIT STATION

(Approximate) Begin Construction Date

(Approximate) End Construction Date

Primary Types of Work

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.

This project positively impacts the 2040 Transportation Plan goals, particularly related to Policy 15, which is to "Ensure that the quality and function of the transportation system contributes to equitable outcomes for all people".

Hourcar's community engagement in Increased Access Hub neighborhoods will positively impact Action Step B within Policy 15, which is to "provide equitable and ample access to walking, bicycling, transit options, and a shared mobility economy". Through out work in low-income communities and communities of color, we can ensure that populations that have not taken advantage of car-sharing as a way to engage in multi-modal transportation have the same access to resources that the rest of the metro enjoys.

Goal A: Transportation System Stewardship (2040 TPP 2.17)

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

Objective: Operate the regional transportation system to efficiently and cost-effectively connect people and freight to destinations.

Strategies: A2 and A3

Goal C: Access to Destinations (2040 TPP 2.14)

Objectives: Increase the availability of multimodal travel options, especially in congested highway corridors. Increase transit ridership and the share of trips taken using transit, bicycling and walking. Improve multimodal

travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly

for historically underrepresented populations.

Strategies: C1, C3, C4, C11, C16, C17

Goal D: Competitive Economy (2040 TPP 2.38)

Objectives: Improve multimodal access to regional job concentrations identified in Thrive MSP 2040. Invest in a multimodal transportation system to attract and retain businesses and residents.

Strategies: D1, D3, D4

Goal E: Healthy Environment (2040 TPP 2.42)

Objectives: Reduce transportation related air emissions. Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles. Provide a transportation system that promotes community cohesion and connectivity for people of all ages and abilities, particularly for historically underrepresented populations.

Strategies: E2, E3, E4, E7

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

List the applicable documents and pages:

The application is supported by both the St. Paul and Minneapolis Comprehensive Plans. The St. Paul Comp Plan, in Strategy 2.1, calls for creating true transportation choices for all residents, workers, and visitors. The project will help residents, especially those in disadvantaged neighborhoods, connect better to transit and to supplement transit in order to allow for a car-ownership-free lifestyle.

Likewise, the Minneapolis Comp Plan, in Chapter 2, says, "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." Policy 2.4.2 calls for "concentrat[ing] transit resources in a manner that improves overall service and reliability, including service for seniors, people with disabilities, and disadvantaged populations," and policy 2.10.9 calls for "promot[ing] car sharing programs for both commercial and residential projects."

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	$305,444.00
Totals	**$305,444.00**

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.	$0.00

Totals

Total Cost	$305,444.00
Construction Cost Total	$305,444.00
Transit Operating Cost Total	$0.00

Measure A: Project's Use of Existing Infrastructure

Response:

HOURCAR maximizes the utility of the transit infrastructure in Minneapolis and St. Paul, capitalizing on transportation resources in which the Twin Cities has invested. HOURCAR hubs are situated throughout the metro area and intentionally located near major transit stations. Our Go To Pass integration (funded through a previous CMAQ grant) allows members to transition seamlessly from transit to carsharing with a single pass. Our Increased Access Hubs are located in neighborhoods that experience high traffic volume and congestion. These hubs provide residents with a flexible transportation option that allows them to connect to resources throughout the Twin Cities without purchasing a car, reducing congestion and parking volume. Current Increased Access Hubs are located at the following intersections:

*Dale and University

*Syndicate and University

*Spruce Tree Center - Snelling and University

*Fairview and University

*Plaza Verde (Lake and 15th Avenue)

*Midtown YWCA (Lake and 21st Street)

*Midtown Global Market (Lake and 10th Street)

*Franklin and Oakland

HOURCAR anticipates identifying similarly accessible locations for Increased Access Hubs in North Minneapolis and East St. Paul that are in close approximation to major transit arteries.

The outreach strategy that we propose is intended not only to increase access to carsharing, but also to provide information and support for multimodal living. Since its inception as a project of the Neighborhood Energy Connection in 2005, HOURCAR has been a proponent of multimodal transportation--transit, biking, walking, carpooling--and has encouraged its members and the community at large to use transit and other transportation options as part of a car-free or "car-light" lifestyle. This project provides disadvantaged communities with the ability to live car-free and better utilize current public transportation options. This reduces congestion, frees up the individuals' cash flow without investing in costly car payments or unexpected repairs, and encourages the use of current roadways, bike and walking paths, and public transit.

HOURCAR encourages use of ride-sharing, biking and public transit as essential to multimodal transportation. Nearly all of HOURCAR's promotional materials encourage the use of multiple forms of transportation. As the "How it Works" page on our website states, "Car sharing is cheap compared to car ownership. The key is to use transit for your daily commute or to walk, bike, carpool or simply work from home. Use HOURCAR for occasional non-commuting trips and you'll save a bundle!" The materials we produce through this outreach strategy will similarly emphasize the simplicity and cost savings achieved through a multimodal lifestyle that includes biking, walking, ride-sharing and transit.

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

HOURCAR has over 2,300 members. We currently have 61 HOURCAR vehicles situated at 55 hubs across the Twin Cities, including 8 reduced-rate Increased Access Hubs. In addition to these existing hubs, we intend to add 6 additional Increased Access Hubs in North Minneapolis and East St. Paul (3 in each area, one vehicle at each hub), for a total of 67 shared-use vehicles.

Response:

Our calculation of weekday users is based on projections of increased usage at existing Increased Access Hubs, and usage at new Increased Access Hubs. HOURCAR has 8 existing Increased Access hubs, which are currently used by 19 people on a monthly basis. We anticipate this project will help us grow usage at these hubs to 26 monthly users, which is the average at our non-Increased Access Hubs. In addition, we plan to add six new Increased Access Hubs in North Minneapolis and East St. Paul. We anticipate growing usage at these hubs to 26 monthly users through this project as well. This adds up to 212 people who are using HOURCAR as a flex option once or twice a month, and relying on other forms of transportation (transit, biking, walking) for their everyday travel needs.

To maximize usage in disadvantaged neighborhoods, HOURCAR will engage residents in areas where Increased Access Hub are located to determine their unique needs and barriers to car-sharing, develop key relationships with stakeholders, and identify further opportunities for growth. We anticipate holding 6 focus groups/year and will engage community organizations, referral agencies, and other valuable partners that will advocate for HOURCAR use. Individuals reached through these outreach efforts are not included in the average weekday user calculation, but

HOURCAR will engage with hundreds of additional community members through this process.

Measure A: Project Location and Impact to Disadvantaged Populations

Since becoming an independent 501(c)(3) corporation in 2017, HOURCAR has identified community engagement and inclusion in disadvantaged communities as a major priority. Our goal is to create an outreach strategy that fosters sustained engagement and strong partnerships.

As can be seen in the Socio-Econ map, HOURCAR's Increased Access Hubs are located in communities identified as ACP50. Maps generated for the purpose of this project highlight the relationship between HOURCAR's Increased Access Hubs and communities with low income levels and areas of CDBG investments and public housing.

In Summer 2017, HOURCAR initiated conversations with community members and leaders of nonprofit organizations operating in neighborhoods that have traditionally been left out of carsharing opportunities. We sought a better understanding of the needs and opportunities connected to current HOURCAR hub locations in low-income neighborhoods. HOURCAR also conducted a focus group at Frogtown with community members in September 2017.

These conversations led to the creation of our Increased Access Hubs program in October 2017. These hubs feature rates that are 30% lower than our usual short-term rental rates. The conversations also identified the need for steady and intentional engagement of residents in these areas. This is underscored by utilization data. Increased Access Hubs have a usage rate of 19 unique users per month, while HOURCAR's overall usage rate is 25 unique users per month; these usage rates have remained largely unchanged since we implemented the Increased Access Hub program nine months ago. Clearly, it's not just about the cost. In order to effectively engage with

these communities, we need to invest in a long-term outreach strategy to better understand the barriers to carsharing in disadvantaged neighborhoods.

Without adding a staff position and engaging community stakeholders, HOURCAR does not have the organizational capacity to foster ongoing relationships in Increased Access Hub communities and determine the barriers to usage. This project will allow HOURCAR to increase engagement, mitigate usage challenges, understand the needs within particular neighborhoods, and create a process for sustained and thriving HOURCAR hubs. We especially aim to increase the number of monthly unique users at Increased Access Hubs, signaling that we are meeting the needs of the community.

HOURCAR has not identified any significant negative impacts of this project, although we have discussed the possibility of other members traveling to Increased Access Hub locations to take advantage of the lower rates. To date, usage data does not support this; users of these hubs originate almost exclusively in the local neighborhoods where the hubs are located.

Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Golden Valley	5627.0	90.0	0.02	1.688
Minneapolis	166752.0	100.0	0.56	55.569
Robbinsdale	4623.0	90.0	0.02	1.387
St. Paul	123080.0	100.0	0.41	41.015

Affordable Housing Scoring

Total Population   300082.0

Total Housing Score   99.66

Upload "Regional Economy" map   1531402824531_Hourcar Socio Economic Map.pdf

Click on 'Edit' button on top right of page

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

Response:

Research demonstrates that participation in carsharing takes single occupancy vehicles off the road, reducing congestion and emissions. A broad review of car-sharing impacts(1) found that each shared-use vehicle put into service replaces 9-13 privately owned vehicles, and that household VMT for uses of such services falls by 27-43%. In addition, the probability of owning at least one vehicle drops by 20% for households within a half a mile of a carshare location(2).

Studies have also shown that carshare users maintain or increase their transit use. HOURCAR's 2016 member survey supports this finding locally: 56% reported that their use of public transit was about the same as before they joined HOURCAR, and 28% reported using transit more often.

Carsharing also encourages multimodal transportation. A 2016 study(3) found that carshare members walk more frequently than the average person, and another study of carsharing across the country found that "more people increased their overall public transit and non-motorized modal use after joining carsharing than decreased it."(4)

In short, research supports the idea that making shared vehicles available leads to vehicle shedding, substantial reductions in total auto use, and overall increases in other modes. Conversely, when carsharing is not available, households hold on to cars or seek to add them, reducing both public transit and non-motorized use. Locally, HOURCAR hubs connect to numerous transit stops that are easily accessible by biking and walking, encouraging multimodal transit and promoting physical activity.

Neighborhoods identified as "areas of concentrated poverty" and with more than 50% people of color

(ACP50) within the Socio-Econ map have lower rates of HOURCAR usage and have traditionally been less likely to have a carsharing hub in their neighborhood. With this project, HOURCAR looks to eliminate barriers to usage in these communities and provide the opportunity for these neighborhoods to live car-free.

References

(1) Shaheen and Chan, "Mobility and the Sharing Economy: Impacts Synopsis," 2015, Transportation Sustainability Research Center, UC Berkeley.

(2) Cervero, Golub, and Nee, "San Francisco City CarShare: Longer-Term Travel-Demand and Car Ownership Impacts," Institute of Urban and Regional Development, UC Berkeley, 2006.

(3) Martin and Shaheen. "The Impacts of Car2go on Vehicle Ownership, Modal Shift, Vehicle Miles Traveled, and Greenhouse Gas Emissions: An Analysis of Five North American Cities." 2016. Transportation Sustainability Research Center, UC Berkeley

(4) Ibid., "The Impact of Carsharing on Public Transit and Non-Motorized Travel: An Exploration of North American Carsharing Survey Data," 2011, Transportation Sustainability Research Center, UC Berkeley.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	424
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	5130.4

CO Reduced	12261.656
NOx Reduced	820.864
CO2e Reduced	1880804.64
PM2.5 Reduced	25.652
VOCs Reduced	153.912

Response:

The 8 current Increased Access Hubs have 19 users per month. We assume we will increase that to 26 users per month, our average at non-Increased Access hubs, through this project. We also anticipate adding 6 new Increased Access Hubs with 26 users per month.

We also assume each of these users will average 2 one-way commute trips each day using public transit, biking, or walking. HOURCAR members use the service as a flex option once or twice a month, and do most of their regular commuting through these other modes.

Therefore, we calculate a reduction of 424 one-way commute trips (8 hubs * 7 increased users + 6 hubs * 26 users * 2 one-way trips) at 12.1 miles per trip.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

Response:

Engaging disadvantaged communities is integral to creating a sustainable and effective transportation system in the Twin Cities. However, efforts--particularly in the shared mobility space--often fail to bring about intended results due to a lack of resources that connect the planning stage, where resources (i.e. new carshare hubs) are discussed, often in conjunction with community stakeholders, to implementation. The project seeks to expand on experiences from a similar program in Los Angeles that bonds a community-based Stakeholder Committee to delivery of outreach and marketing activities and provides the educational resources for the program to be successful long-term.

The project includes a Stakeholder's Committee of local advocates and leaders who will be champions for HOURCAR throughout the community, a full-time Outreach Manager that understands the needs and perspectives of the community and is assisted by two part-time Program Ambassadors, and community forums and focus groups that will engage residents in the process and ensure that their voices are heard.

The key innovation will be in program design; the Stakeholder Committee will make sustained commitments to the work of the project as contractors to HOURCAR, rather than serving in a purely advisory capacity. The Committee will be the primary advisors to the Outreach Manager, who will serve as HOURCAR's "Community Organizer" to reshape the organization's appeal and connection to residents in Increased Access Zones. Committee deliverables will include:

- Advising HOURCAR on pricing, locations, and recruitment/hiring (especially for the Outreach Manager and Ambassadors)

- Hosting community forums to directly connect with

their organizations' membership

- Serving as "satellite" offices for HOURCAR to facilitate membership recruitment

- Advising Outreach Manager on a schedule for participation in community events

- Contributing to the day-to-day connections (individuals and organizations) that will be central to the Outreach Manager's work as community organizer.

We anticipate the project will result in increased usage at 8 existing hubs plus 6 new locations in East St. Paul and North Minneapolis. The result will be 212 new members utilizing the service on a monthly basis, a 9% growth in membership. It is anticipated that 75% of these new members will come from households earning $25,000 or less, and a similar proportion will be residents of the Increased Access Zones or similar neighborhoods within the HOURCAR service area. The program will improve usage and engage new populations in carsharing and multimodal transportation, and will support a thriving neighborhood that is empowered by reliable, affordable transportation and has greater access to resources across the Twin Cities.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Response:

HOURCAR is the region's original carsharing operator. Since 2005, we have been in the business of creating affordable, accessible, and sustainable shared mobility choices. We are the nation's largest nonprofit carsharing provider, and the only nonprofit operator in the region. We are a 100% local company; as one of our values emblazoned on our office wall proclaims, "We live here. We know when it's snowing."

HOURCAR has a committed base of members across the Twin Cities, with staff and organizational capacity that has allowed us to sustain our social enterprise business model for the past 13 years. Our member base and business model sets us apart as having a unique role in the region when it comes to TDM. Our expertise has enabled us to secure TDM funds in the past through the Regional Solicitation, and to bring funded projects to a successful conclusion, as evidenced by the Go To Pass integration, which has been functioning well for over two years.

HOURCAR has been serving disadvantaged communities with carsharing hubs since 2012. Although we recognize that we have much to learn in this regard, and embrace the opportunity to be educated by community stakeholders, we have spent years helping people who cannot afford to own a car meet their transportation needs. We look forward to the next step in this process.

(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:

15 Points

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

0 Points

Yes

Response:

HOURCAR is unique among most nonprofits as a social enterprise with its own viable revenue stream. A successful outcome to the proposed project will lead to an increased member base and increased utilization of shared vehicles, resulting in higher revenues. As a result, our plan is to absorb the cost of community outreach staff and community engagement activities into our regular project budget at the conclusion of the initial funding period, without the need for ongoing grant funding.

In addition, HOURCAR has identified several community and corporate foundations that could support ongoing work past TDM funding. These include the St. Paul Foundation, McKnight Foundation, and Bush Foundation. HOURCAR has successfully applied to all three foundations in the past, and may apply to one or more of these foundations for funding to continue the project past the initial funding period if necessary.

(Limit 2,800 characters; approximately 400 words)

Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	$305,444.00
Enter Amount of the Noise Walls:	$0.00
Total Project Cost subtract the amount of the noise walls:	$305,444.00
Points Awarded in Previous Criteria	
Cost Effectiveness	$0.00

Other Attachments

File Name	Description	File Size
Hourcar Regional Economy Map.pdf	Hourcar Regional Map	7.4 MB
Hourcar Socio Economic Map.pdf	Hourcar Socio-Economic Map	7.6 MB
Hourcar TDM Overview .pdf	Hourcar Overview for TDM Request	437 KB
Increased Access Hub Budget.pdf	Hourcar Increased Access Hub Budget	422 KB
Move MN LOS for Hourcar TDM.pdf	Move MN Letter of Support for Hourcar TDM Request	237 KB
TDM_Income_Housing.pdf	Map 1: Hourcar Increased Access Hubs and Regional Income and Housing	3.1 MB
TDM_Race.pdf	Map 2: Hourcar Increased Access Hub Locations Related to Communities of Color	2.9 MB

Socio-Economic Conditions

Travel Demand Management Project: HourCar Community Engagement | Map ID: 1531357453809

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

Area of Concentrated Poverty > 50% residents of color

Above reg'l avg conc of race/poverty

0   2   4   8   12   16
Miles

Created: 7/11/2018
LandscapeRSA2

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

METROPOLITAN
COUNCIL

NCompass Technologies

Regional Economy

Results

WITHIN ONE MI of project:
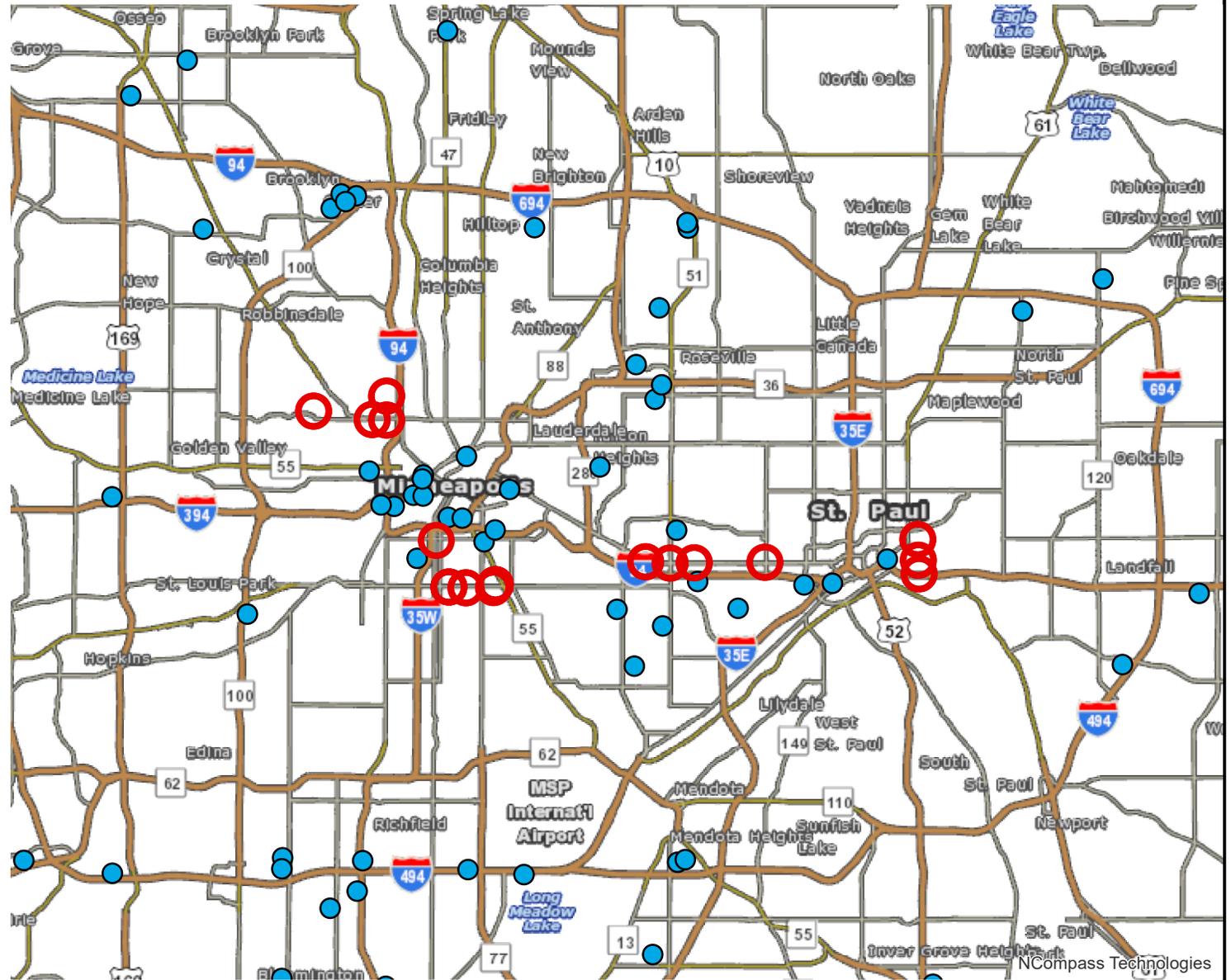 Postsecondary Students: 25928

Totals by City:
 Golden Valley
  Population: 5627
  Employment: 5278
  Mfg and Dist Employment: 758
 Minneapolis
  Population: 166752
  Employment: 188648
  Mfg and Dist Employment: 12390
 Robbinsdale
  Population: 4623
  Employment: 4614
  Mfg and Dist Employment: 5
 St. Paul
  Population: 123080
  Employment: 96092
  Mfg and Dist Employment: 9466

○ Project Points

● Postsecondary Education Centers

0   2   4   8   12   16
Miles

Created: 7/11/2018
LandscapeRSA5

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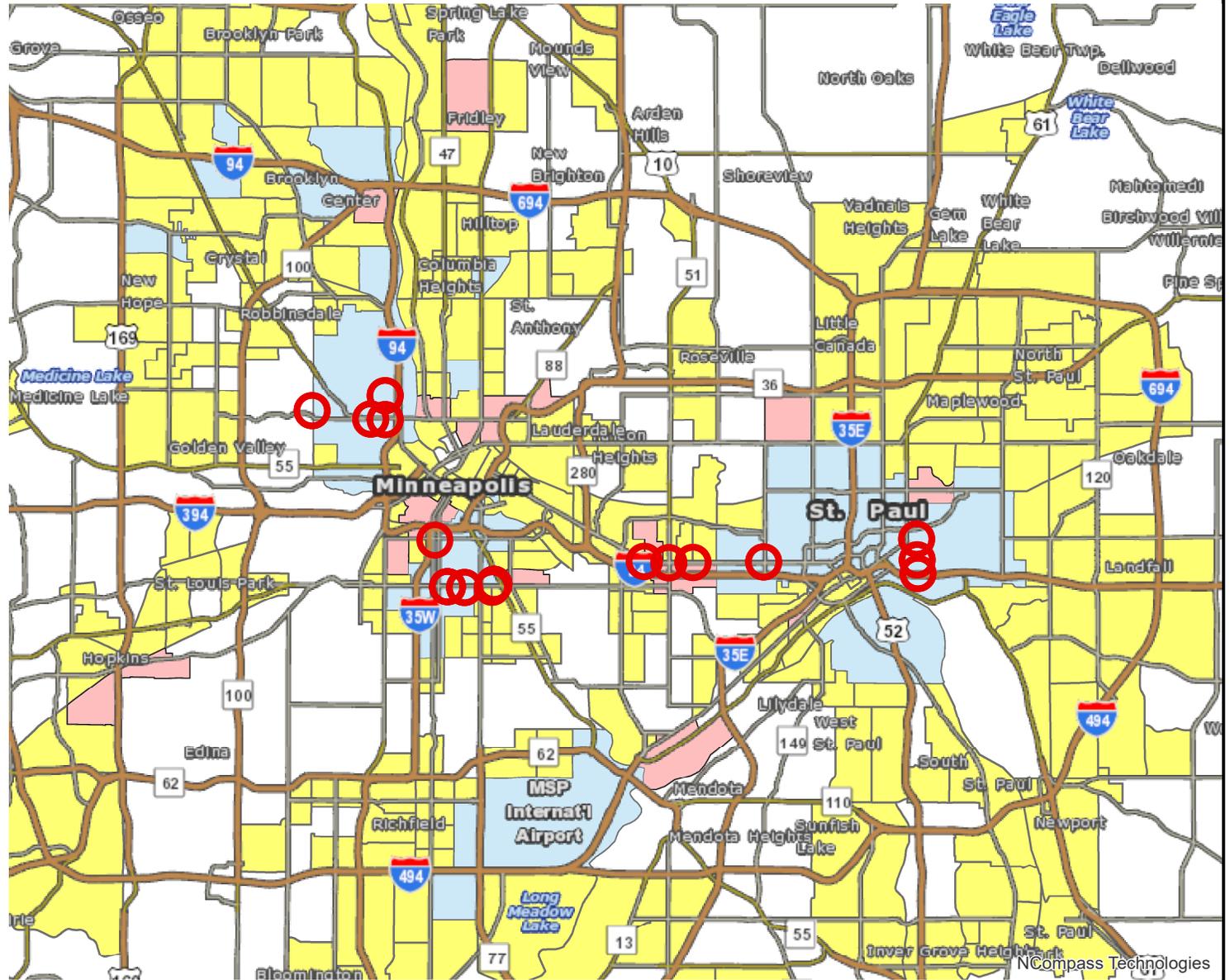
METROPOLITAN
COUNCIL

NCompass Technologies

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 Povertry > 50% residents of color

▢ Area of Concentrated Poverty

▢ Above reg'l avg conc of race/poverty

0   2   4   8   12   16
Miles

Created: 7/11/2018
LandscapeRSA2

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

METROPOLITAN
COUNCIL

Project Request

HOURCAR requests TDM funds to engage low-income communities through a robust outreach strategy and promote multi-modal transportation approaches, particularly in areas of concentrated poverty and communities of color (ACP50 areas). HOURCAR already operates carsharing hubs in such communities. These "Increased Access Hubs," which were implemented in 2017, have lower hourly rates compared to other locations throughout the Twin Cities.

Organization Overview

HOURCAR is a nonprofit that provides members with hourly access to a fleet of fuel-efficient vehicles. We have 2,300+ members and 60 hubs throughout the Twin Cities. Car-sharing is essential to efficient, convenient multi-modal transit. HOURCAR is committed to increasing transportation and car-sharing access to everyone in the Twin Cities, and seeks to engage low-income, underserved communities that have traditionally be left out of car-sharing opportunities.

Project Overview

Since becoming an autonomous organization in 2017, HOURCAR has identified engagement and inclusion in disadvantaged communities as a priority. This led to the creation of Increased Access Hubs, located in neighborhoods where the median income is less than $49,200 or 200% of the poverty guideline for a family of four. Currently there are 8 Increased Access Hub locationsIn addition, HOURCAR plans to add 6 more Increased Access Hubs in North Minneapolis and East St. Paul. For this project, HOURCAR seeks to build staff and organizational capacity to foster strong partnerships within these neighborhoods, with a goal to identify, mitigate, and/or eliminate barriers to carsharing.

Funding Request

Funding from this request will support the creation and implementation of a comprehensive outreach strategy that effectively engages communities with an Increased Access Hub. Components of the strategy include:

- A Stakeholder's Committee made up of local community leaders and advocates;
- A full-time Community Engagement Manager who will leverage community partnerships, engage residents, and promote the benefits of car-sharing across the region;
- Customized marketing and communication materials; and
- Focus groups with residents to determine the opportunities and challenges unique to their communities.

Without TDM funds, HOURCAR does not have the organizational capacity to foster relationships in Increased Access Hub communities or determine the barriers to usage. This project allows HOURCAR to increase engagement, mitigate user challenges, understand the needs within Increased Access hub neighborhoods, and create a process for a sustained and thriving multimodal community.

Expenses	Description	Year 1 (2020)	Year 2 (2021)	Total
	The Community Engagement Manager will be the lead staff member on this project and will be responsible for convening the Stakeholder Committee, engaging Increased Access Hub residents, promoting Hourcar to community partners and referral agencies, assisting with membership enrollment, and promote usage in			
Staff Salary - Community Engagement Manager @ 100%	disadvantaged communities	55,000	55,000	110,000
Staff Salary - CEO @ 5%	Includes supervision, direction, and leadership	3,900	3,900	7,800
Staff Salary - Operations Manager @ 10%	Includes organizational operations time and staff direction	4,302	4,302	8,604
	Stakeholder stipends will be provided to committee member or their organization to compensate for their time as an educated, engaged ambassador of Hourcar and for their expertise in engaging disadvantaged communities effectively for long-term usage. Stipidents will be $10,000/year for each member, with the goal of 5 total			
Stakeholder Committee Member Stipends	members in the committee	50,000	50,000	100,000
Focus Groups	6 focus groups/year with budget of $1,000 per group for food, compensation, etc.	6,000	6,000	12,000
Focus Group Facilitation/Data Collection	$100/hour for consultant to facilitate group discussions and collect quantitative and qualitative data to inform future engagement @ 12 groups/year at 5 hours/month	6,000	6,000	12,000
Marketing and Communication Materials	Create customized communication materials for community engagement, listening sessions/focus groups, community events, etc. that can be utilized by Community Engagement Manager, referring agencies, and Stakeholder Committee members	10,000	10,000	20,000
Reduction in hourly fees for Increased Access Hubs	Increased Access Hub fees are lowered at the 14 hubs from $8.95 to $6.50, so a reduction of $2.45/hour for 3.5 trips/day throughout the year.	40,000	40,000	80,000
Subtotal		**175,202**	**175,202**	**270,404**
Admin and Occupancy Costs @ 10%		17,520	17,520	35,040
TOTAL EXPENSES		**192,722**	**192,722**	**305,444**
CMAQ Funding Request		122,177	122,178	244,355
Hourcar Match		30,545	30,544	61,089
				305,444

7/9/2018
Attn: Elaine Koutsoukos
Transportation Advisory Board Coordinator
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

Dear Elaine,

I am delighted to write this letter of support on behalf of Move Minnesota for HOURCAR and their CMAQ Application for Travel Demand Management (TDM) funds titled **"HOURCAR Community Engagement and Outreach Initiative".**

People first. Mode second. At Move Minnesota, we recognize that the most effective solutions are developed by those closest to, and most impacted by, the decisions that are made. We meet people where they're at to listen, collaborate, and build platforms that elevate the diverse perspectives of our community. As Minnesota's leading transportation advocacy nonprofit, we go beyond just one mode, one agenda, one neighborhood, and one perspective, to ensure true progress is possible from a big picture point of view. We work to break barriers, open new channels for collaboration, and create opportunities by placing people of all backgrounds at the center of transportation decision-making– establishing Minnesota as a mobility leader and innovative trend-setter.

From our perspective, HOURCAR is a thriving entity in the transportation community and a beneficial organization for our region. Carsharing in the Twin Cities is essential to the promotion of public transportation, walking, and biking, and reduces the need for personal vehicles. This saves residents unexpected repairs and expensive car payments, while providing opportunities for members to get to health appointments, events, grocery stores throughout our area.

Move Minnesota understands the positive impact that this engagement and outreach initiative will have on our communities, including disadvantaged neighborhoods that have traditionally been left out of such opportunities, and we encourage Metropolitan Council to support this important work.

With CMAQ funding, HOURCAR will develop a Stakeholder Committee with local community advocates and expertise, hire a full-time staff member to be the face of the organization, and engage with residents from low-income areas and communities of color to increase usage among those populations. Not only will this promote multimodal transportation and provide access to resources across the Twin Cities, but it also promotes economic growth and an opportunity for residents to connect with other communities through their HOURCAR partnership. I am tremendously excited about this proposal and the benefits it will provide residents and the community. I wholeheartedly support their application.

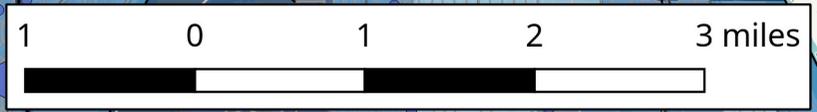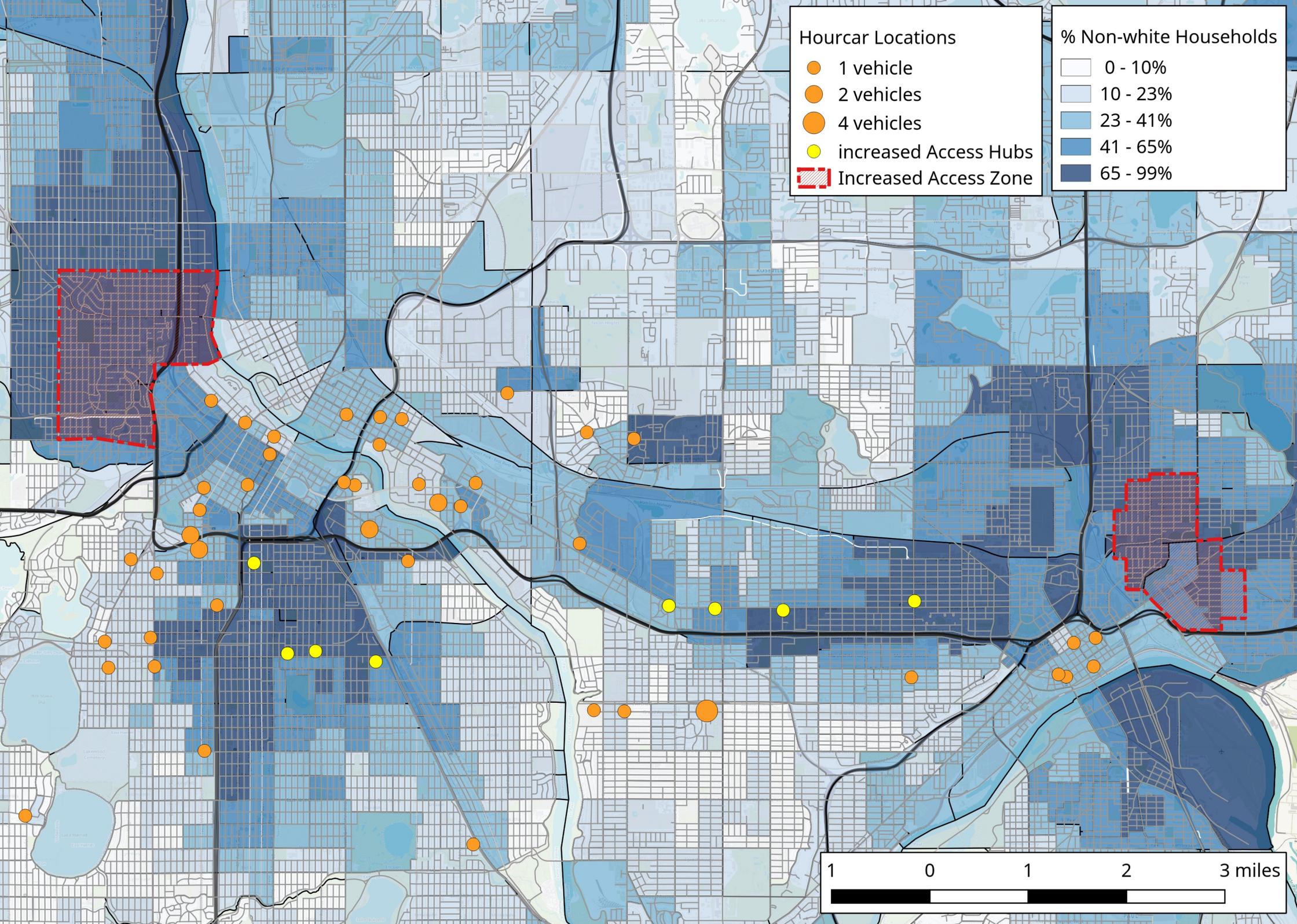Sincerely,

Jessica Treat
Executive Director
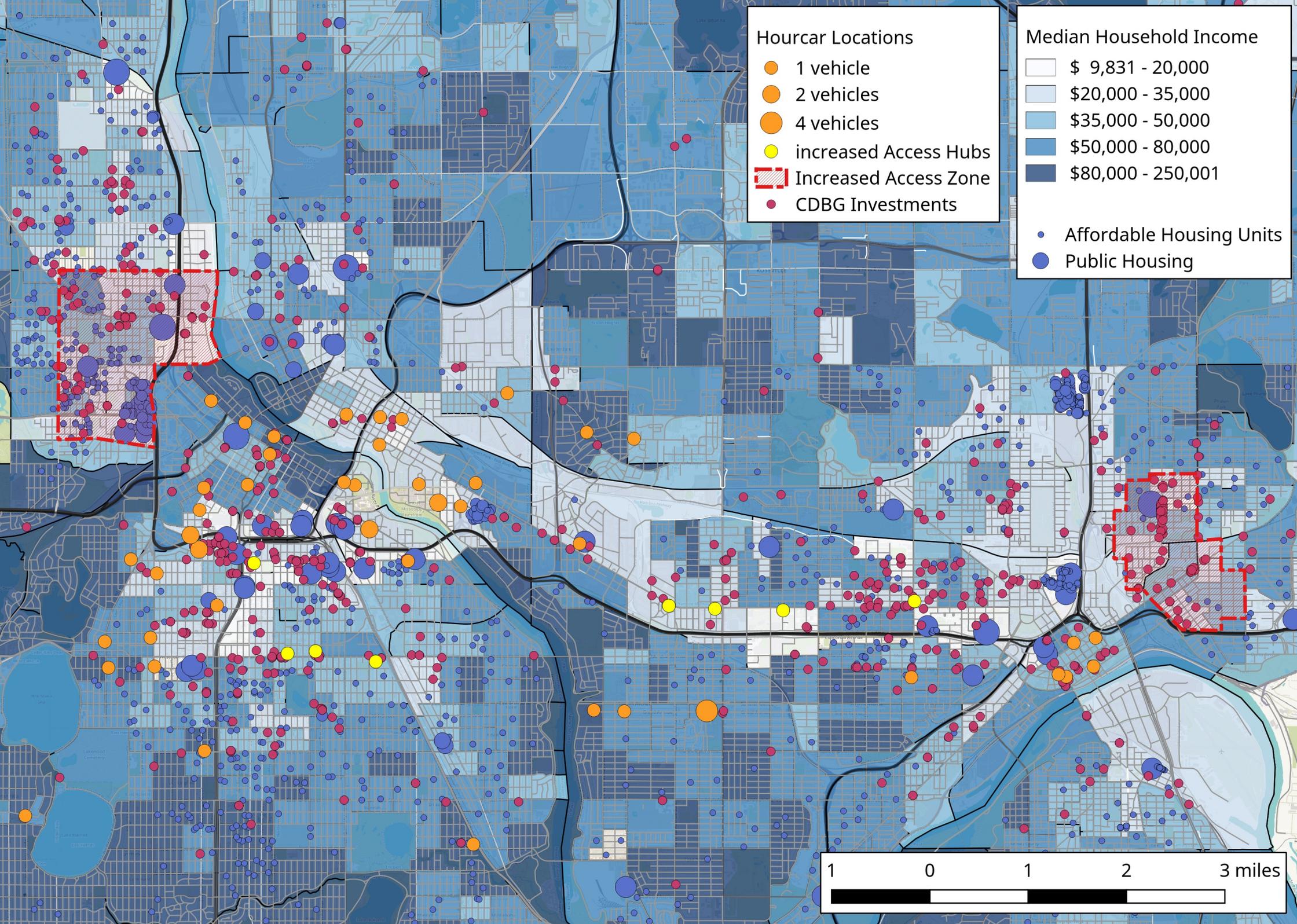
Hourcar Locations

- 1 vehicle
- 2 vehicles
- 4 vehicles
- increased Access Hubs
- Increased Access Zone
- CDBG Investments

Median Household Income

- $ 9,831 - 20,000
- $20,000 - 35,000
- $35,000 - 50,000
- $50,000 - 80,000
- $80,000 - 250,001

- Affordable Housing Units
- Public Housing

1 0 1 2 3 miles

Hourcar Locations
- 1 vehicle
- 2 vehicles
- 4 vehicles
- increased Access Hubs
- Increased Access Zone

% Non-white Households
- 0 - 10%
- 10 - 23%
- 23 - 41%
- 41 - 65%
- 65 - 99%

1 0 1 2 3 miles