



Application

10357 - 2018 Travel Demand Management (TDM)

10998 - TDM Cultural Ambassadors

Regional Solicitation - Transit and TDM Projects

Status: Submitted

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## Primary Contact

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

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## 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  
City State/Province Postal Code/Zip  
**County:** Ramsey  
**Phone:\*** 651-767-0298  
Ext.  
**Fax:**  
**PeopleSoft Vendor Number** 0000091048A1

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## Project Information

**Project Name** TDM Cultural Ambassadors  
**Primary County where the Project is Located** Hennepin  
**Cities or Townships where the Project is Located:** Brooklyn Center, Minneapolis  
**Jurisdictional Agency (If Different than the Applicant):**

In this two-year pilot program, Move Minnesota will work along the newly-built BRT C Line to develop and apply a new behavioral change model that employs ambassadors to develop change within specific cultural contexts. This TDM innovation model will prioritize and access cultural communities along the corridor, with the goals of shifting travel behavior and creating greater equity in cultural community access and use of transportation. This pilot model will be developed and tested over a 2-year period, with the intent of replication across other cultural communities in Minneapolis and Saint Paul.

While traditional TDM relies on individual marketing and surveys, these tools are not culturally appropriate for many communities of color. The cultural context of any evaluative tool has significant impact on its effectiveness and results (American Evaluation Association, 2011), and culture should be core to strategy to successfully engage a community.

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

The TDM Cultural Ambassador model is based on this concept. Over a two-year period, we will build relationships with trusted individuals and organizations who have historically struggled to have meaningful, safe access to walking, bicycling, and transit. This pilot project will focus primarily on communities of color in North Minneapolis and Brooklyn Center, including public, residential, educational, and employment sites that are relevant to those communities. Together with trusted partners, we will work to develop culturally-relevant multimodal TDM programming that speaks to the specific issues that prevent these communities from accessing transportation resources.

Move Minnesota has developed a preliminary list of 20 partners along the C Line in major hubs in Brooklyn Center, North Minneapolis, and Downtown Minneapolis. These areas were chosen not only because they are important hubs for communities of color, but also because of their residential and commercial density. This density ensures that we are able to develop a TDM model that effectively addresses cultural concerns of people both at work and at home.

*(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*

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## 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** \$308,166.00

**Match Amount** \$77,042.00

*Minimum of 20% of project total*

**Project Total** \$385,208.00

**Match Percentage** 20.0%

*Minimum of 20%*

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

**Source of Match Funds** individual donations, unrestricted net assets

*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.*

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## Project Information-Transit and TDM

**County, City, or Lead Agency**

Move Minnesota



Zip Code where Majority of Work is Being Performed 55412

Total Transit Stops 0

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

From:  
(Intersection or Address) N/A

To:  
(Intersection or Address) N/A

*DO NOT INCLUDE LEGAL DESCRIPTION*

Or At:  
(Intersection or Address) N/A

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.*

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## Requirements - All Projects

### All Projects

1. The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2040 Transportation Policy Plan (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.

Goal C, p. 2.8: Access to Destinations:

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

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

- 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.

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:

## Brooklyn Center Comprehensive Plan 2030

In this metropolitan area and throughout the nation our ability to build our way out of growing congestion and environmental problems is severely limited by the cost of roads and the environmental and social impacts of new and expanded roads. Brooklyn Center's road system allows for very little expansion if any, due to constrained rights-of-way and established land uses. Therefore, the City supports travel demand management as a way to alleviate increasing traffic congestion. (p. 3-17)

*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

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## Requirements - Transit and TDM Projects

### For Transit Expansion Projects Only

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

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

2. The applicant must have the capital and operating funds necessary to implement the entire project and commit to continuing the service or facility project beyond the initial three-year funding period for transit operating funds.

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

### 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

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## 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
<b>Totals</b>	<b>\$0.00</b>

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## Specific Bicycle and Pedestrian Elements

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

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## Specific Transit and TDM Elements

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

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## Transit Operating Costs

Number of Platform hours	0
Cost Per Platform hour (full loaded Cost)	\$0.00
Subtotal	\$0.00
Other Costs - Administration, Overhead, etc.	\$385,208.00

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## Totals

Total Cost	\$385,208.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$385,208.00

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



The C Line, with its planned 2019 launch, will vastly increase the connectivity between downtown Minneapolis and Brooklyn Center, two major regional job and secondary educational centers in the metro area. Years of advance outreach and promotion about the construction have already begun, and will continue up until the line's launch in 2019. Our proposed project, TDM Cultural Ambassadors, will help build on this engagement while addressing concerns that erode trust in communities of color, particularly in the black community concentrated in these areas. Our work will be centered around several large residential and commercial hubs along the C Line, including downtown Minneapolis, the expanding developments at Lowry Avenue North and Penn Avenue North, and the area around the Brooklyn Center Transit Center.

**Response:**

In addition to the direct connection to the C Line, these nodes have connections to multimodal options, including:

- METRO Blue Line and Green Line connections in downtown Minneapolis
- direct connections to major bike facilities, including: Cedar Lake Regional Trail, Plymouth Avenue North, Lowry Avenue North, Luce Line Trail/Theodore Wirth Parkway, and the North Grand Rounds Trail, as well as numerous other minor bikeway connections
- Bike share and car share service availability
- 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

- a number of walkable parks, restaurants, and commercial centers along Penn Avenue and Brooklyn Boulevard

These multimodal connections are critical to include in TDM work around the corridor, as they create extended neighborhood-level access. Our proposed work around the C Line will further mitigate the congestion experienced on major parallel and connecting corridors, such as I-94, Highway 100, and Highway 55.

In addition to physical infrastructure, this project capitalizes on Move Minnesota's experience building strong relationships with community partners, businesses, and individuals. This expertise enables us to develop programming that authentically engages residents and communities of color in TDM programming.

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

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

**Average Weekday Users**

14236

This project focuses on neighborhoods of color adjacent to the C Line. North Minneapolis and Brooklyn Center are geographic nodes for communities of color: while residents of color make up about 25% of the Twin Cities region, nearly 60% of Brooklyn Center residents and over 70% of North Minneapolis residents are people of color. Downtown Minneapolis is also above average, with 35% percent residents of color.

Over 28,000 workers live in the census tracts adjacent to the C Line. Over 70% of these workers use a vehicle for their commute. The C Line, as a faster route through major job and educational sites, is an important resource in shifting behavior for these commuters.

**Response:**

Though the core principles remain the same, TDM programming within communities of color must speak to cultural norms. Regardless of income level, blacks spend a larger percentage of their dollars on visible goods--including cars--in order to avoid being seen as poor ("Conspicuous Consumption and Race," National Bureau of Economic Research, 2007). Market trends back the research: in 2017, 72% of blacks surveyed planned to buy a car in the next year, the highest of any racial-ethnic group (ThinkNow Omnibus Study).

Developing TDM programming that addresses underlying cultural values is critical to success. Move Minnesota will work with neighborhood organizations along the C Line, as well as trusted community cultural partners, to solicit feedback and develop culturally appropriate TDM programming. We will identify representatives from within community to serve as ambassadors, implementing the TDM model and sparking behavior change.

We anticipate working with 7-12 neighborhood organizations over the course of the project in order to reach the residents of their neighborhoods, focusing on geographic hubs for communities of color. We will also partner with organizations that serve a broader geography but have a specific cultural focus, allowing us to deepen our engagement and increase touchpoints with residents of color. By connecting residents to this new transit resource, as well as highlighting the walking and bicycling connections that create neighborhood access, this project will not only reduce congestion, but increase physical activity and support residents in reducing or eliminating their reliance on a car.

Calculation: 7 neighborhoods \* 6114 (average residents per neighborhood) \* 70% average people of color \* 72% using cars to commute \* 66% population of working adults = 14,236 average weekly users

While our focus is working adults, we anticipate that community partnerships will allow us to reach other residents of color who use vehicles during peak travel times, such as post-secondary students, working youth, high-school youth in after school programming, etc.

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

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

Our project is designed to improve access to transportation options for communities of color along the C Line. In addition to focusing specifically on people of color, these communities include cross-sections of under-served populations, including youth, elders, and people with disabilities. Additionally, more than 50% of nearby residents live within 200% of the poverty line (a meaningful measure as established by the United Way).

We will work with community partners to ensure our outreach efforts engage these communities. Partners we have established relationships with include:

- The Arc Minnesota, the state's leading organization working with people with disabilities
- Juxtaposition Arts, a cultural development center, whose nonprofit youth art education programs serve urban youth in North Minneapolis
- Nexus Community Partners, which supports community-building initiatives in communities of color
- NorthPoint Health & Wellness Center, a multi-specialty health center providing affordable healthcare to the North Minneapolis community
- Move Minneapolis, who has extensive expertise working with people who work in downtown Minneapolis

By creating TDM programming that specifically addresses the concerns of communities of color, we expect that communities will see an increase in access, productivity, financial stability, and health.

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

For communities of color, who deal with the intergenerational challenges of denied access to wealth-building tools, a multimodal TDM approach that includes walking and bicycling helps reduce the cost of commuting and increase financial stability.

Productivity will increase in a variety of ways depending 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, such as checking e-mail on the phone or reading a book. 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.

All the communities we plan to engage will see an increase in access to community resources. This includes both leisure activities (such as public parks) as well as resources that improve public health (clinics, grocery stores, 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 ("Safety in Numbers: more walkers and bicyclists, safer walking and bicycling." Jacobsen, Peter. Injury Prevention Journal, 2003.

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## Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
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Minneapolis	121372.0	100.0	0.87	86.95
Brooklyn Center	18217.0	100.0	0.13	13.05
				<b>100</b>

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## Affordable Housing Scoring

**Total Population** 139589.0

**Total Housing Score** 100.0

**Upload "Regional Economy" map** 1531494202500\_Map\_Regional Economy\_Ambassadors.pdf

*Click on 'Edit' button on top right of page*

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

The C Line parallels major sections of I-94 and Highway 100. Much of the C Line route is mid-way between these two corridors, pulling potential users from both. Additionally, I-94 is a major connection to downtown Minneapolis, a dense job center attracting workers from across the region. In addition to these Principal Arterials, the C Line also runs along Principal Arterial Highway 55 and other A-Minor Arterials that see 10K-25K cars per day.

The C Line will connect under-resourced communities of color--especially the black community in North Minneapolis and Brooklyn Center--to jobs and educational opportunities. From 2010 to 2017, the black population in Hennepin County grew by 31%, compared to 1% growth in the white population (U.S. Census Bureau). As communities of color expand, TDM programming that is rooted in their concerns will be critical for effectively changing behavior.

**Response:**

Our experience developing programming in communities of color employs 2 main principles, backed by research: involve community at a development stage, and ensure community partners buy into programming. These principles form the core of this program. Over a 2-year period, we will build and expand partnerships with organizations and individuals, developing a multi-faceted behavior change toolkit.

At an individual level, we will use a train-the-trainer approach. To determine what tools are most effective, we will host focused conversations to identify residents' issues. We will recruit individuals to mobilize participation and advise on development of experiential learning opportunities, which could include Ride the Bus workshops,



walking tours near or to the C Line, bike rides highlighting nearby routes, or others as appropriate.

At an organizational level, we will develop organizations' capacity to support ongoing change through a customized approach. This could look a number of ways, such as supporting logistics for a bike lock or bicycle lending library, co-hosting events, or training organizations to host future events.

For example: we might learn that having to cross Broadway deters residents from using the C Line. We would then host a walking tour to equip residents with tools to cross more safely, and have dialogue about actions they might take to feel more safe at the intersection. We might then leave information with the Hawthorne Neighborhood Council to use as they welcome new residents to the neighborhood.

We are excited to implement this experiential approach, as research shows people are most likely to change behaviors in response to direct appeals or social support from others (Fostering Sustainable Behavior, McKenzie-Mohr & Smith, 1999). Ambassadors are key to mobilizing participants and ensuring repeat engagements with the opportunities provided.

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

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## Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	1423
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	17218.3
CO Reduced	41151.737

<b>NOx Reduced</b>	2754.928
<b>CO2e Reduced</b>	6312228.78
<b>PM2.5 Reduced</b>	86.0915
<b>VOCs Reduced</b>	516.549

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

**Response:**

$5\% * 14,236$  average weekly users impacted \* 2 (commute + return trip) = 1423 one-way daily commute trips reduced

$1384$  trips reduced \* 12.1 miles = 17,218 daily VMT reduced

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

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## **Measure A: Project Innovation**

Minnesota is growing more diverse, and doing so more quickly than the national average. Since 2010, black, Latinx\*\*, and Asian populations have increased 20-30%, while the white population in the state has increased a scant 1% (U.S. Census Bureau, July 2017). Much of this change is concentrated in the 5-county metro area and represents over a hundred languages and cultural backgrounds.

**Response:**

This rapid and expansive change presents challenges for traditional TDM programming and its reliance on Individual Marketing, which often employs dominant cultural norms such as mailed surveys to engage participants. Under-served communities are less likely to engage with this practice not only because its culturally ineffective: language barriers and lack of representation in TDM programming also disincentivize people to participate. Additionally, many of these cultural communities have a deep mistrust of outside groups because of historic trauma. Further complicating engagement is the fact that causes and specifics may differ from community to community: police violence in the black community, removal of lands and children from native communities, or ICE's increasing deportation of immigrants all sow deep distrust of agencies and outside organizations.

Though they have been cost effective, these dominant practices are culturally irrelevant to many communities of color and immigrant communities, and will be decreasingly effective as Minnesota diversifies.

Developing culturally-appropriate and culturally-specific TDM programming, and expanding the network of individual and organizational

ambassadors advancing TDM outcomes, has huge potential to improve TDM programming. By identifying and partnering with trusted cultural ambassadors, we will develop a model and approach for addressing culturally-specific concerns, building community trust, and creating a TDM model that effectively reaches outside the mainstream culture. While higher investment, our past engagement with these communities has demonstrated that identifying and working with leaders has a ripple effect within given communities.

\*\*Latinx (/ltinks, læ-/) is a gender-inclusive term for people of Latin American descent.

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

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

Move Minnesota has a history of delivering effective TDM programming. Through our Workplaces program, we consult with Saint Paul-based employers on sustainable commuter transportation choices. Since the mid-1990s, we have worked with 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 has built partnerships with a diverse array of organizations that serve low-wealth communities, communities of color, people with disabilities, and more.

**Response:**

This project will be led 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.

Additional project leads include Theresa Nelson, program manager, and Theresa Nix, field manager. Theresa Nelson has 15+ years of experience developing programming and engaging low-wealth communities and communities of color. Theresa Nix, field manager, brings her relationship-building experience and expertise in across many fields, including advocacy, community organizing, and campaign management.

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## Measure B: Project Financial Plan

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

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

Move Minnesota has identified a half dozen regional private funders who focus their dollars in the West Metro area, many of whom have a vested interest in expanding opportunities for specific cultural communities. We are excited to build relationships with these funders over the next several years as our work expands into the West Metro, and will be approaching these private entities with funding requests to support other iterations of this model.

Response:

In addition to approaching private organizations for funding, we will continue to work to expand corporate contributions, individual investments, and fee-for-service opportunities that allow us to be responsive in our TDM work. These are critical funding sources as we test and build our TDM Cultural Ambassador model, as these funding sources circumvent funding limitations that could prevent us from working in communities where this type of model has the greatest potential impact.

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

---

## 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

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## Other Attachments

File Name	Description	File Size
Letter of Support_Move Minneapolis for Move Minnesota.pdf	Letter of Support_Move Minneapolis for Move Minnesota	991 KB
Map_Socio-Economic Conditions_Ambassadors.pdf	Regional Map_Socio-Economic Conditions	4.5 MB
Move Minnesota_Ambassadors_Memo Regarding Local Match.pdf	Project Budget - Memo Re: Local Match	1.3 MB
Move Minnesota_Ambassadors_Project Budget.pdf	Project Budget	21 KB
Move Minnesota_TDM Cultural Ambassadors_1-page Summary.pdf	Move Minnesota_1-Page Summary	445 KB

# Regional Economy

Travel Demand Management Project: TDM Cultural Ambassadors | Map ID: 1530810722021

## Results

**WITHIN ONE MI of project:**  
 Postsecondary Students: 13317

Totals by City:

**Brooklyn Center**

Population: 18217  
 Employment: 9262  
 Mfg and Dist Employment: 2783

**Crystal**

Population: 3791  
 Employment: 358  
 Mfg and Dist Employment: 77

**Golden Valley**

Population: 3106  
 Employment: 6166  
 Mfg and Dist Employment: 763

**Minneapolis**

Population: 121372  
 Employment: 198810  
 Mfg and Dist Employment: 10084

**Robbinsdale**

Population: 7799  
 Employment: 5104  
 Mfg and Dist Employment: 17



- Project Points
- Postsecondary Education Centers



Created: 7/5/2018  
 LandscapeRSA5



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July 12, 2018

Elaine Koutsoukos  
Metropolitan Council  
390 Robert Street North  
Saint Paul, MN 55101

Dear Ms. Koutsoukos:

I am writing on behalf of Move Minneapolis—the Downtown Minneapolis Transportation Management Organization—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 within communities of color along the C Line to develop culturally-relevant TDM programming, reducing drive-alone time of residents and workers in these communities along the corridor.

As Saint Paul and Minneapolis grow increasingly diverse, culturally-specific TDM programming is critical to ensuring that broader TDM efforts successfully reach communities of color, immigrant communities, and people who speak languages other than English.

Move Minneapolis is deeply connected to the downtown Minneapolis employer community. We recognize the need to provide equity-focused programming to employers so that they may support their employees in affordable, sustainable, and accessible commuting. The proposed activities would build upon our current efforts to inform and support downtown employers in developing multimodal commuting programs for their workforces.

Thanks for your consideration.

Sincerely,

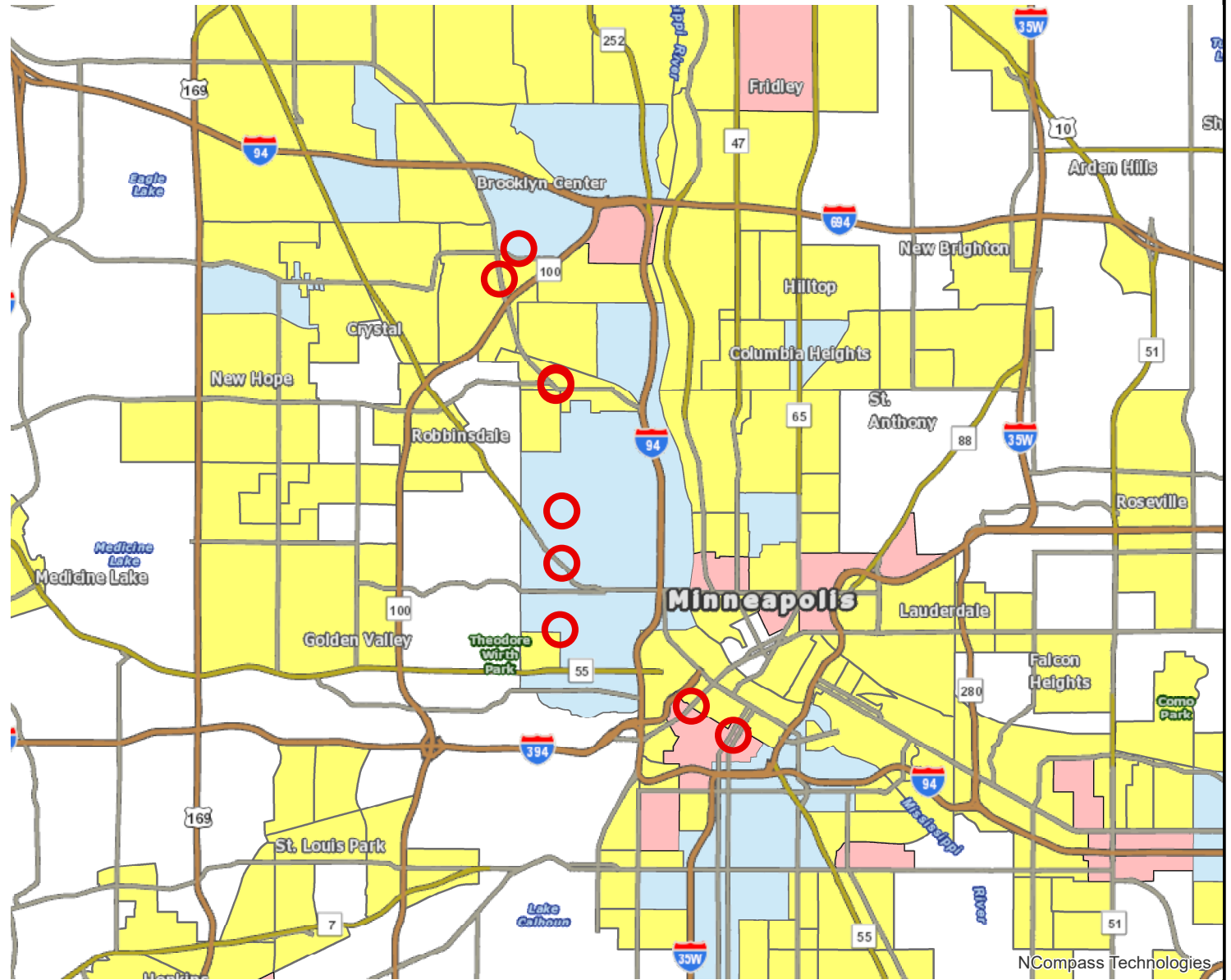
A handwritten signature in black ink that reads "Mary Morse Marti". The signature is fluid and cursive, with a long horizontal stroke at the end.





Mary Morse Marti  
Executive Director  
612.466.7324  
mary@moveminneapolis.org

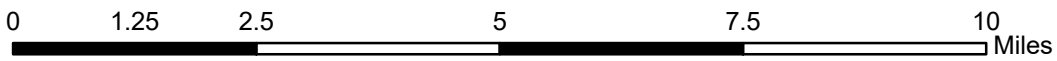
# Socio-Economic Conditions

## 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: 7/5/2018  
LandscapeRSA2



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



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: TDM Cultural Ambassadors**

As outlined in our project budget, Move Minnesota is pleased to have secured its local match in the form of unrestricted net assets and individual donations.

As a nonprofit, dollars received from individual donors are unrestricted. Additionally, we have prior earned income that has been set aside as unrestricted for use in projects.

We are currently not requesting any funds for this project from outside agencies or federal sources.

Please don't hesitate to contact me with any questions or concerns. We would be happy to provide additional documentation as needed.

Thank you very much.

Sincerely,



Jessica Treat, Executive Director

(651) 789-1405

Move Minnesota

**2018 Regional Solicitation Project Budget: TDM Cultural Ambassadors  
Program Years 2020 / 2021**

**INCOME**

CMAQ Regional Solicitation Grant	\$308,166.00
Individual Donations	\$25,000.00
Unrestricted Net Assets	<u>\$52,042.00</u>
Total Income	\$385,208.00

**Notes**

**EXPENSE**

**Direct Expenses**

Salary & Benefits	\$272,208.00
Contracting and consulting	\$30,000.00
Materials	\$20,000.00
Rent/Utilities	\$53,000.00
Marketing	<u>\$10,000.00</u>
Total Expense	\$385,208.00

**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	\$308,166.00
Overhead Expense - @ 10%	<u>\$30,816.60</u>

Project Name: TDM Cultural Ambassadors  
Applicant: Move Minnesota  
Project Location: along the BRT C Line (Minneapolis and Brooklyn Center)  
Requested Award Amount: \$308,166  
Total Project Cost: \$385,208

### Project Description & Benefits

In this two-year pilot program, Move Minnesota will work along the newly-built BRT C Line to develop and apply a new behavioral change model that employs ambassadors to develop change within specific cultural contexts. This TDM innovation model will prioritize and access cultural communities along the corridor, with the goals of shifting travel behavior and creating greater equity in cultural community access and use of transportation. This pilot model will be developed and tested over a 2-year period, with the intent of replication across other cultural communities in Minneapolis and Saint Paul.

While traditional TDM relies on individual marketing and surveys, these tools are not culturally appropriate for many communities of color. The cultural context of any evaluative tool has significant impact on its effectiveness and results, and culture should be core to strategy to successfully engage a community.

The TDM Cultural Ambassador model is centered around this principle. Over a two-year period, we will build relationships with trusted individuals and organizations who have historically struggled to have meaningful, safe access to walking, bicycling, and transit. This pilot project will focus primarily on communities of color in North Minneapolis and Brooklyn Center, including public, residential, educational, and employment sites that are relevant to those communities. Together with trusted partners, we will work to develop culturally-relevant multimodal TDM programming that speaks to the specific issues that prevent these communities from accessing transportation resources. By connecting residents to this new transit resource, as well as highlighting the walking and bicycling connections that create neighborhood access, this project will not only reduce congestion, but increase physical activity and support residents in reducing or eliminating their reliance on a car.

