



Application

10357 - 2018 Travel Demand Management (TDM)

11022 - Parking FlexPass at ABC Ramps: Integrating Parking and Transit Options for Sustainable Mobility

Regional Solicitation - Transit and TDM Projects

Status: Submitted
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Primary Contact

Name:* Yingling Fan
Salutation First Name Middle Name Last Name

Title: Associate Professor

Department: Humphrey School of Public Affairs

Email: yingling@umn.edu

Address: 301 19th Avenue South

***:** Minneapolis Minnesota 55455
City State/Province Postal Code/Zip

Phone:* 612-626-2930
Phone Ext.

Fax:

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

Organization Information

Name: UNIV OF MN

Jurisdictional Agency (if different):

Organization Type: In-State not for profit

Organization Website:

Address: 158 HUMPHREY CTR
301 19TH AVE S

***** MINNEAPOLIS Minnesota 55455
City State/Province Postal Code/Zip

County: Hennepin

Phone:* 612-625-8575
Ext.

Fax:

PeopleSoft Vendor Number 0000003036A23

Project Information

Project Name Parking FlexPass at ABC Ramps: Integrating Parking and Transit Options for Sustainable Mobility

Primary County where the Project is Located Hennepin

Cities or Townships where the Project is Located: Minneapolis

Jurisdictional Agency (If Different than the Applicant):

The Parking FlexPass at ABC Ramps project is an innovative way to leverage existing transportation infrastructure and systems to address our region's mobility challenges by changing travel behavior with flexible purchase options for ABC Ramp parking contract holders.

To reduce Single Occupancy Vehicle (SOV) travel to downtown Minneapolis, this project will build a program with broad organizational support that allows commuters to have more commute mode flexibility. Currently many employers offer benefits for either parking or transit. Many commuters express a desire to have more flexibility than is currently offered ? to drive some days and use transit other days.

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

This project will create a product that that employers can include in their benefits packages that allows commuters to have a guaranteed parking space on days they need to drive and use transit on other days. The product could provide other benefits such as access to car share, bike share, carpooling and more. The plan for Parking FlexPass at ABC Ramps was created over several months in 2018 by MnDOT, the City of Minneapolis, the University of Minnesota, Move Minneapolis, and other stakeholders.

The funding for the Parking FlexPass at ABC Ramps project will be used to:

1 Systems Integration and Software Development

Integrate systems that allows the cost that commuters pay each month to be used for both parking and transit These systems include but are

not limited to parking revenue control systems, Metro Transit and pre-tax employer benefits. This project is unique from previous efforts to encourage SOV parkers to use transit in that it will partner with employer benefit administrators (like Wage Works) to offer the program to employees through their employer's pre-tax benefit packages. The project team will also promote the program directly to commuters with parking contracts.

2 Develop product pricing

The ABC Ramps Transportation Program will work to find price purchase levels that fall between SOV parking contracts on the high end and a monthly transit pass on the low end.

3 Marketing and outreach

The new product will need extensive marketing and outreach effort to reach employers and commuters. Employers will need to learn about it so they can add it their benefits packages. There will likely be a contract with the Downtown Minneapolis TMO, Move Minneapolis, to help support this effort.

4 Conduct performance measures to measure impact on travel behavior

The University of Minnesota will be responsible for collecting travel behavior change. This may be done using the Daynamica App or other means. If the app is selected a sub-set of participants would be offered incentives to carry a mobile phone that tracks their travel behavior for a short sample period.

(Limit 2,800 characters; approximately 400 words)

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

Congestion Mitigation Air Quality Project

Project Length (Miles)

0

to the nearest one-tenth of a mile

Project Funding

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

No

If yes, please identify the source(s)

Federal Amount

\$500,000.00

Match Amount

\$125,000.00

Minimum of 20% of project total

Project Total

\$625,000.00

Match Percentage

20.0%

Minimum of 20%

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

Source of Match Funds

MnDOT \$100,000, U of M HHH School \$25,000

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:

2019, 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

University of Minnesota

Zip Code where Majority of Work is Being Performed

55403

Total Transit Stops

47

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.

As found in Table 2-1: Summary matrix of goals, objectives and associated strategies beginning on page 2.6 of the Transportation Policy Plan (adopted Jan 2015)

Goal A: Transportation System Stewardship

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

Goal C: 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.

Strategy C3: ...continue to maintain a Congestion Management Process... increase the multimodal efficiency and people-moving capacity of the National Highway System.

Strategy C4: Regional transportation partners will promote multimodal travel options and alternatives to single-occupant vehicle travel and highway congestion.

Strategy C11: ...expand and modernize transit service, facilities, systems, and technology, to meet growing demand, improve the customer experience, improve access to destinations, and maximize the efficiency of investments.

D. Competitive Economy

Objective: Improve multimodal access to regional job concentrations

Strategy D1: ..., identify and pursue the level of

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

increased funding needed to create a multimodal transportation system that is safe, well-maintained, offers modal choices, manages and eases congestion, provides reliable access to jobs and opportunities, ... connects and enhances communities, and shares benefits and impacts equitably among all communities and users.

E. 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 E2. The Council and MnDOT will consider reductions in transportation-related emissions of air pollutants and greenhouse gases when prioritizing transportation investments.

Strategy E3. ...plan and implement a transportation system that considers the needs of all potential users... A special emphasis should be placed on promoting the environmental and health benefits of alternatives to single-occupancy vehicle travel.

F. Leveraging Transportation Investments to Guide Land Use

Strategy F6. ... support and specifically address the opportunities and challenges related to creating walkable, bikeable, transit-friendly places.

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.

Transportation System Management Plan I-394, MnDOT (1986) - Guided the work of management of the ABC Ramps for decades, identifies priority for serving non-SOV commuters.

I-394 Corridor Integrated Corridor Management Concept of Operations (2008) - Page 6 notes intention to create inter-agency pricing agreements among transit and parking in the ABC ramps. Page 23 #4 notes the need to assemble and disseminate park-and-ride availability to determine if transit is a viable option. Page 24 #6 "the need to present modal and route options to travelers"

List the applicable documents and pages:

Minnesota Statute 161.1231 - Outlines plans for preferential parking for carpooling users, lists that the fees collected by managing the ABC ramps may be used for related multimodal technology improvements that serve users of parking facilities.

ABC Ramps Transportation Options Implementation Plan (under development, completion expected summer 2018) - Preliminary findings of this report identify a public desire for flexibility and note that the increase in SOV parking demand is greater than the future capacity of the ramps.

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
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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	\$625,000.00
Totals	\$625,000.00

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	\$625,000.00
Construction Cost Total	\$625,000.00
Transit Operating Cost Total	\$0.00

Measure A: Project's Use of Existing Infrastructure

Parking FlexPass at ABC Ramps is a pilot that will center on the ABC Ramps in downtown Minneapolis. The ABC Ramps were built as part of the I-394 High Occupancy Vehicle (HOV) lanes between 1989-92 with the purpose to reduce SOV travel on the interstate. The ABC Ramps currently offer reduced price parking for carpoolers, bus layover and passenger waiting areas for more than 40 transit routes, are near light rail transit and passenger rail stations and have bike lockers and shower for bicyclists with connections to the bikeway network in Downtown Minneapolis.

Participation in the discount carpool program is declining. MnDOT has spent the last 18 months exploring new ways to help reduce SOV trips. Through extensive commuter engagement and outreach conducted by MnDOT, most commuters reported they need to drive sometimes, but would like to use transit on other days. Currently, if they need to drive sometimes they are locked them into a monthly parking contract ? and therefore force them to drive every day because of the significant investment and sunk cost of a monthly parking contract.

Response:

As part of the ABC Ramps Transportation Options Implementation Plan, more than 380 downtown commuters were surveyed on their travel preferences and behavior. Staff conducting the engagement reached out to all commuters including people of color, low-income wage earners, and seniors. The engagement events ranged from commuter interviews and listening sessions to surveys in the skyway and an online survey. 75% of commuters mostly drove alone, but 80% of SOV drivers said they would prefer not to. More than 70% of online survey respondents said they would support a program that allows flexible

monthly parking contract that allows commuters to choose between parking and transit usage on a daily basis.

Notably, the ABC Ramps Transportation Program does not require the construction of any new facilities. The outcome of this project, a flexible transportation program for SOV parking contract holders, will be a replicable proof of concept for other areas in the metro and in the nation. In this sense, the project can promote the efficient use of existing parking facilities that will reduce the need for more parking structures in the future. It could provide immediate application to other ramps operated by the same operator of the ABC Ramps, City of Minneapolis.

Parking FlexPass at ABC Ramps builds on the collaboration between groups that have already been working together through the ABC Ramps Transportation Options Implementation Plan.

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

670

Of the more than 6,500 parking spaces in the ABC Ramps, 3,350 are contracted to single occupancy vehicle drivers. Assuming a twenty percent (20%) participation rate in the program among these SOV contract holders, which equates to 670 program participants. If it is successful, the Parking FlexPass could be scaled to other city of Minneapolis parking facilities without any additional development costs. In addition, this pilot may help other parking facilities in the region consider offering similar programs such as St. Paul, Capitol Complex or the University of Minnesota.

Response:

In outreach conducted as part of the ABC Ramps Transportation Options Implementation Plan, more than 70% of downtown commuter online survey respondents said they would support a program that allows flexible monthly parking contract that allows commuters to choose between parking and transit usage on a daily basis. Assuming less than half of these supporters choose to participate in the program or are supported by their employer, we conservatively estimate that twenty percent (20%) of current SOV contract holders in ABC ramps will participate in Parking FlexPass at ABC Ramps.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Location and Impact to Disadvantaged Populations

There is great potential for expanding the user base to low-income, older, and minority workers. Most current ABC Ramps users are white, high-income, and young adults aged 26-35. The project team will explore how to best expand the user base of the ABC Ramps specifically to low-income populations and populations of color.

There was a specific effort to reach people of color, people with disabilities, and low-income populations as a part of commuter engagement for the ABC Ramps Transportation Options Implementation Plan. People from some of these populations were surveyed in outreach conducted during the ABC Ramps Transportation Options Implementation Plan and expressed support for options that were lower cost than current ABC Ramp SOV parking rates.

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

Efforts will be made to translate outreach materials (such as emails to SOV contract holders or window flyers) into all languages primarily read by SOV contract holders.

This program will promote more economical ways to travel for those with low incomes and help those on a constrained budget learn how to save money on transportation costs. The new Parking FlexPass product will have no geographic restriction. Downtown Minneapolis provides access to one of the densest low wage job centers in the metropolitan area. The project increases access because offering lower cost transportation to commuters coming from anywhere can benefit from the Parking FlexPass at ABC Ramps.

In contrast, the current ABC Ramps deeply discounted carpool rate is restricted to commuters

living along the I-394 corridor. This includes residents from the higher income suburbs of Wayzata, Woodland, Deephaven, Shorewood, Plymouth, Medina, Maple Grove, Minnetonka, Saint Louis Park, Eden Prairie, and Chanhassen.

The Parking FlexPass at ABC Ramps also promotes public health by promoting mode choices that either are active transportation or promote more walking.

Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Blaine	100.0	83.0	0.01	0.535
Maple Grove	1400.0	75.0	0.09	6.774
Woodbury	680.0	87.0	0.04	3.817
Minnetonka	1600.0	96.0	0.1	9.91
Lakeville	320.0	80.0	0.02	1.652
Eden Prairie	1000.0	84.0	0.06	5.419
Chaska	500.0	94.0	0.03	3.032
Brooklyn Park	4000.0	100.0	0.26	25.806
Plymouth	1500.0	90.0	0.1	8.71
Roseville	2000.0	70.0	0.13	9.032
St. Paul	2000.0	100.0	0.13	12.903
Falcon Heights	200.0	38.0	0.01	0.49
Wayzata	200.0	76.0	0.01	0.981

89

Affordable Housing Scoring

Total Population	15500.0
Total Housing Score	89.06
Upload "Regional Economy" map	1531423349437_RegionalEconomyMap.pdf

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

Response:

The Parking FlexPass at ABC Ramps will both relieve pressure on the parking system in downtown and reduce congestion. Downtown Minneapolis is growing, more people are living and working in downtown as surface parking lots are developed into tall buildings. This project provides those that would drive every day the opportunity to use transit occasionally without paying twice. By allowing this flexibility, parking ramps in downtown Minneapolis can be used more efficiently.

Modal behavior change will help ease the congestion that reaches more than 7 hours daily on some stretches of I-94 and I-394 nearby and up to 5 hours daily on portions of 35W (MnDOT 2016 Congestion Report.) By shifting SOV trips into downtown Minneapolis to other modes, congestion on these major access routes will fall.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	268
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	3242.8
CO Reduced	7750.292
NOx Reduced	518.848
CO2e Reduced	1188810.48
PM2.5 Reduced	16.214
VOCs Reduced	97.284

Response:

Our number of one-way commute trips reduced for this pilot was created assuming that project participants use transit instead of SOV twice a week, which is a conservative estimate based on engagement findings that suggest that people would like to use transit more frequently. If successful it could be offered in other City of Minneapolis ramps, U of M, Capitol complex or other cities in the region or state. The long-term impact can reach further than just the proposed work on the ABC ramps.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

This project will create a product(s) that allows commuters to be flexible, allowing them to park some days take transit other days. The product will be sold stand alone and through employers to encourage change from single occupancy vehicles for the first time in the region. The program will rely on the University of Minnesota for collecting travel behavior and analyzing the program impact. This may include use of Daynamica (used previously in a CMAQ funded project) to collect the travel behavior data.

Response:

Another unique facet of this project is that it will create a flexible product that could be replicated at any other parking facilities in City of Minneapolis or other areas. If successful it could be offered in other City of Minneapolis ramps, U of M, Capitol complex or other cities in the region or state. The long-term impact can reach further than just the proposed work on the ABC ramps.

(Please Note: There was a previous program with University of Minnesota parking facilities that used a phone app with Daynamica to track travel behavior and was funded by CMAQ dollars. This grant proposal is distinct because first it will create a flexible parking-transit product available through employer benefits. A subset of commuters who sign up for the new product will be asked to participate to track travel behavior for a brief period of time (possibly with use the Daynamica app.) These commuters may also be offered encouragement, incentives, and discounts in order to test how incentives influence behavior change.)

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

The Humphrey School has a proven track record leading travel demand management projects and advising on policy and implementation. This is demonstrated through three successful phases of the eWorkPlace project and better than expected results for the smartphone-based interventions for travel behavior led by Yingling Fan in the most recent cycle of Travel Demand Management funding.

Response:

The City of Minneapolis and its subcontractors operate 16 off-street parking facilities. Other subcontractors, likely Move Minneapolis, the Downtown Minneapolis TMO, will provide assistance with marketing, outreach, and connection to employers. Building on longstanding relationships with employers, the subconsultant will act as a connection to benefits providers, including Wage Works.

(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:

Yes

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

Response:

Because the ABC Ramps are a revenue-generating public service, this project presents the unique opportunity to be self-funding after the initial work is completed. The purpose of the funding for this project is to establish the system that provides a flexible commuting product that allows commuters to choose how to reach downtown Minneapolis each day without charging them twice. The proof of concept can be used to replicate similar systems across the metropolitan region.

The parking ramp and program will be self-funding after the initial cost of developing the financial back-end between parking ramp operators, and transit agencies. The parking contracts will continue to be priced at rates that not only fund the physical maintenance of the ramps, but also the technical maintenance of the payment systems protocol.

(Limit 2,800 characters; approximately 400 words)

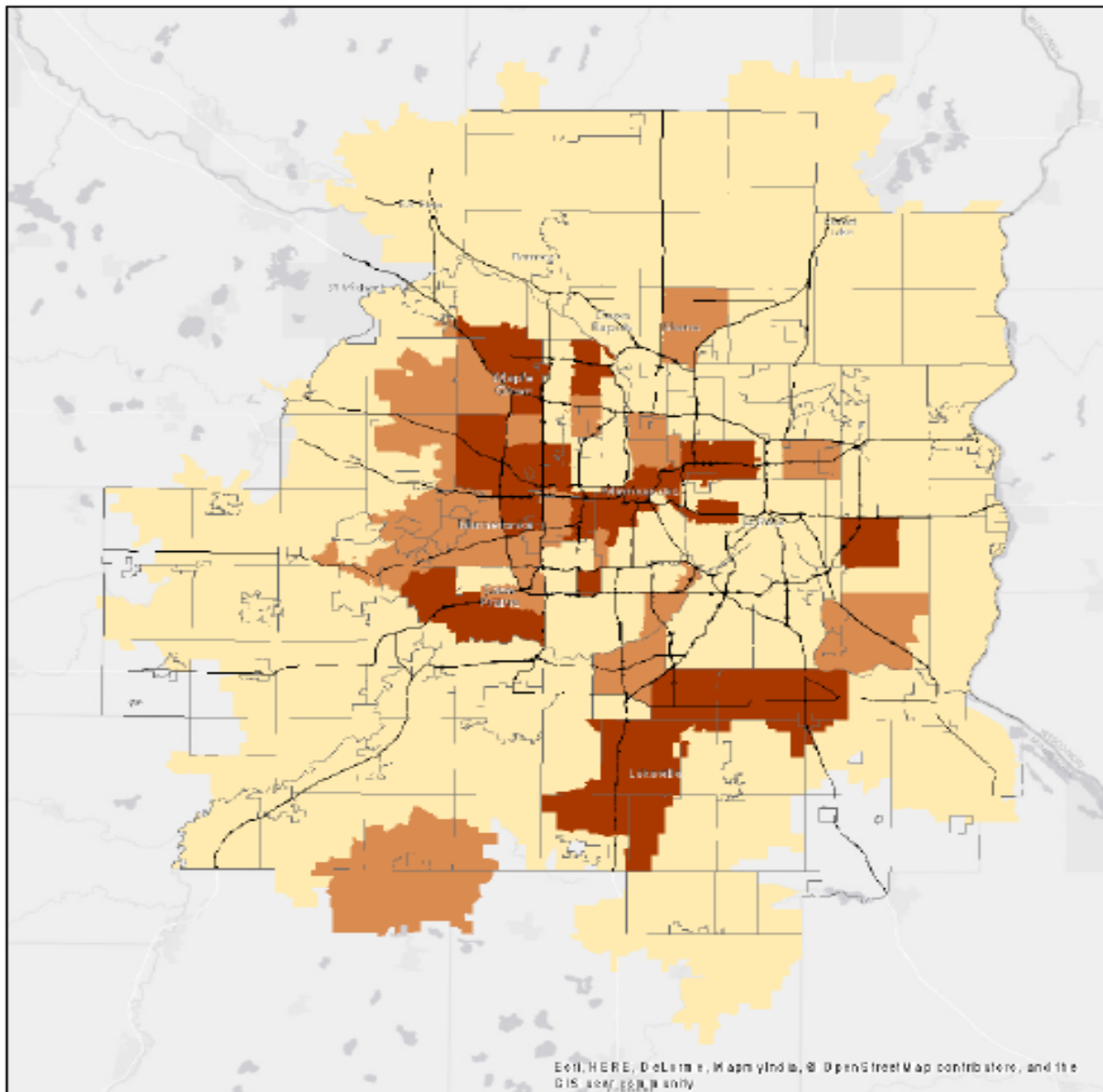
Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	\$625,000.00
Enter Amount of the Noise Walls:	\$0.00
Total Project Cost subtract the amount of the noise walls:	\$625,000.00
Points Awarded in Previous Criteria	
Cost Effectiveness	\$0.00

Other Attachments

Map A8: ABC Ramp Trip Origins by Zip Code – Proportion of Total INRIX Trips

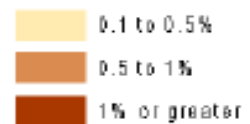
Map A8 shows a distinct pattern of INRIX trips to the ABC Ramp area originating from the west, northwest and southwest of downtown Minneapolis.



ABC Ramp Trip Origins by Zip Code
Proportion of Total INRIX Trips

Top Five Zip Codes:

55443, 55113, 55104
55447, 55441



Cities and Townships of Commuters to ABC Ramps

98 KB



picture

73 KB

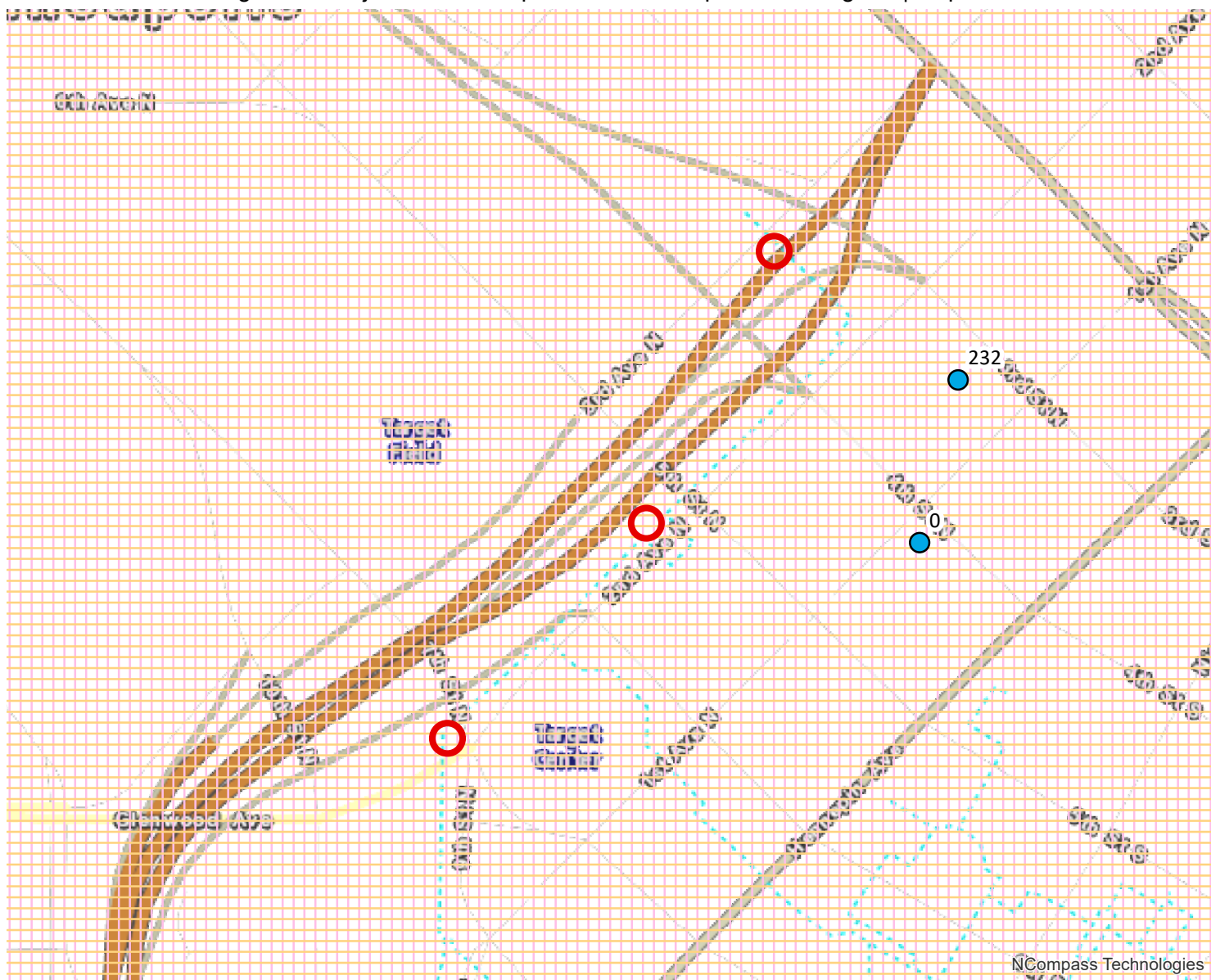
File Name	Description	File Size
ABC Ramps Flexible Transportation Program Ltr of Support 7-11-18.pdf	Letter of Support - City of Minneapolis	247 KB
Budget_MC_final.xlsx	Budget	23 KB
DRAFT ABC Engagement Summary.pdf	DRAFT engagement summary	1.1 MB
hhh letter of comittment. fan. 07 11 2018.pdf	HHH Letter of Commitment for \$25,000 in-kind match	19 KB
Ltr of Endorsement.pdf	UMN Letter of Endorsement	45 KB
MnDOT_LtrSupport_20180710.pdf	MnDOT Letter of Support	345 KB
PopEmpMap.pdf	population and employment map	6.0 MB
Project Summary.pdf	Project Summary	330 KB
RegionalEconomyMap.pdf	regional economy map	4.4 MB
SEMap.pdf	socio economic map	4.6 MB
Transit Connections Map.pdf	transit connections map	4.1 MB

Regional Economy

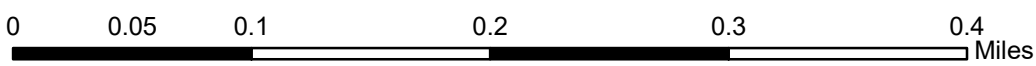
Results

WITHIN ONE MI of project:
Postsecondary Students: 11157

Totals by City:
Minneapolis
Population: 50702
Employment: 174597
Mfg and Dist Employment: 8884



- Project Points
- Postsecondary Education Centers
- Manufacturing/Distribution Centers
- Job Concentration Centers



Created: 6/20/2018
LandscapeRSA5



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



July 11, 2018
Elaine Koutsoukos, Transportation Coordinator
Transportation Advisory Board
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

RE: Letter of Support for ABC Ramps Flexible Transportation Program

Dear Ms. Koutsoukos:

I am writing this letter to express support for the Metropolitan Council Regional Solicitation grant request to fund the ABC Ramps Flexible Transportation Program.

The development of the ABC Ramps Flexible Transportation Program will incentivize monthly commuters to take alternative transportation options. We believe that the ABC Ramps Flexible Transportation Program is an innovative idea which leverages existing transportation infrastructure and systems to address our region's mobility challenges specifically reducing single Occupancy Vehicle (SOV) usage in downtown Minneapolis.

We would encourage you to give this Regional Solicitation grant proposal your full attention.

If you have any questions please contact the City's representative Mark Read who can be reached at 612-673-3732 or by email at mark.read@minneapolismn.gov.

Sincerely,



Robin Hutcheson
Director of Public Works
City of Minneapolis



Transportation Options Implementation Plan

STAKEHOLDER ENGAGEMENT SUMMARY REPORT



Prepared by: Zan Associates

July 2018



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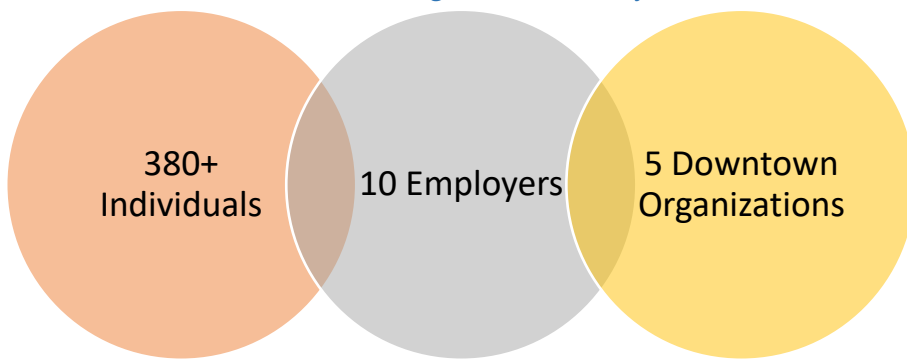
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Overview

A series of stakeholder engagement activities were held as part of the development of the *ABC Ramps Transportation Options Implementation Plan*. Engagement activities included stakeholder meetings, interviews with employers and commuters, skyway intercept surveys, and an electronic survey. Target audiences included representatives from key downtown organizations, downtown employers, and general commuters (Figure 1). Participants were asked to discuss barriers that prevent people from choosing something other than single occupancy vehicle (SOV) travel for their daily commute, provide general improvement ideas for ABC Ramp operations and facilities, and to review and evaluate a range of potential program ideas intended to help the ramps better achieve their multimodal transportation goals. Table 1 summarizes the engagement activities.

Figure 1: Number of Stakeholders Reached



In total, 14 engagement activities were completed, over 380 individuals reached, about 10 employers/employees were interviewed, and more than 5 downtown organizations were engaged.

Table 1: Stakeholder Engagement Summary

Event/Activity	Target Audience	Description	No. of People
Downtown Organization Roundtable	Downtown organizations, business groups, and other agency partners	A small group meeting with approximately 10 participants. Project staff gave a brief presentation which was followed by a review of potential ABC ramp programs/improvement strategies	7
Commuter Listening Session	Commuters representing a cross-section of demographic segments (e.g., age, income, employment status, etc.)	A small group meeting (3 people) with downtown commuters and residents. Project staff gave a brief presentation which was followed by a review of potential ABC ramp programs/improvement strategies	3
Commuter Interviews	Commuters representing a cross-section of demographic segments (e.g., age, income, employment status, etc.)	Phone interviews with downtown commuters to discuss barriers to non-SOV commuting and to review of potential ABC ramp programs/improvement strategies	4
Employer Interviews	A cross-section of downtown employers of various sizes	Phone interviews with representatives from downtown employers to discuss barriers to	4



<i>Event/Activity</i>	<i>Target Audience</i>	<i>Description</i>	<i>No. of People</i>
	(i.e., number of employees) and from various industries (e.g., advertising, retail, publishing, etc.)	non-SOV commuting and to review of potential ABC ramp programs/ improvement strategies	
Skyway Intercept Surveys (x3)	Commuters who currently park in the ABC Ramps	Short verbal surveys administered to existing ramp users in the skyway level at the A, B, and C ramps during peak periods. Survey questions related to barriers to non-SOV commuting and review of potential ABC ramp programs/ improvement strategies	Approx 135
Online Survey	Downtown area commuters and employers	An electronic survey widely distributed to downtown commuters and employers. Survey questions related to barriers to non-SOV commuting and review of potential ABC ramp programs/ improvement strategies	241
<i>Total</i>			<i>~400</i>

Highlights

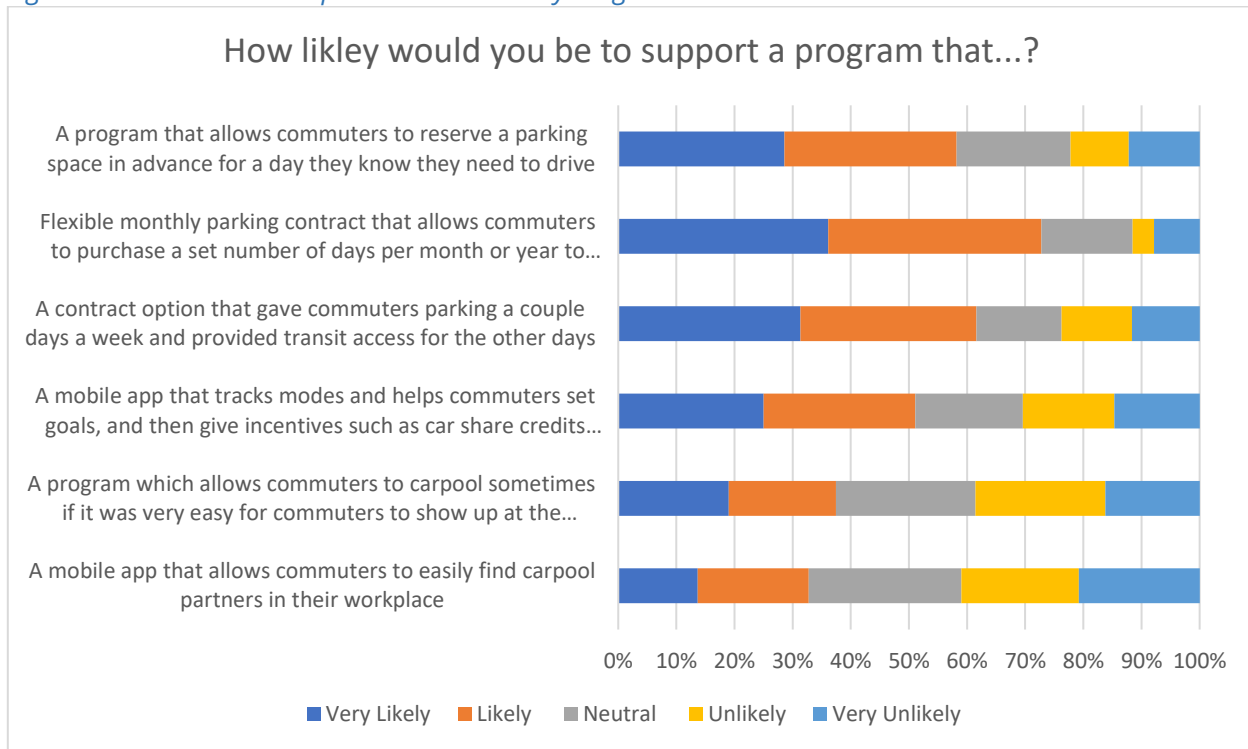
The following are key findings resulting from the stakeholder engagement activities. The sections the follow include additional detail on each stakeholder engagement event and detailed meeting notes from each event are included as appendices.

- Most people drive alone, but many would prefer not to: Based on the engagement completed, it is clear that many people would prefer to choose a non-SOV mode of commute, but most do not. In aggregate, about 75% of respondents reported driving alone as their most common commute. 80% would prefer another mode.
- People want flexibility and options: Flexibility, payment challenges, timing/scheduling, and safety were some common challenges or barriers to using the ABC Ramps and/or non-SOV transportation options, cited by both commuters and employer representatives. People are willing to try another mode of commute but varying schedules (e.g., mid-day appointments, afterschool child pick-up, weekend work, etc.), a lack of convenience (e.g., mobile app, online payment, etc.) as a barrier.
- Cost is an important factor: People would choose an alternative commute mode, but because they need to drive sometimes they pay (or their employer pays) for contract parking. Because they already have a parking contract, the additional cost related to transit or a carshare is a barrier (e.g., people don't want to pay twice).
- Employer car about their employee's commutes: It is important to employers to help employees find reliable, affordable, and convenient commute options. Driving an automobile is by far the most common employee commute mode reported by employers (100% have employees who drive), but most employers also have employees who use transit, bike, or walk to work. Nearly 70 percent of employers reported that their organization either provides a subsidy for or allows for pre-tax purchase of parking spaces

as part of a benefit program and 80 percent indicated that their organization provides similar benefits for transit passes.

- People are open to new program ideas: People are generally supportive of the program ideas/strategies proposed but were generally more interested in programs that provide flexibility for people who sometimes/occasionally drive (Figure 2), such as flexible monthly parking contracts, contract option that bundle parking and transit services, and “day of” parking reservations. People were less likely to support programs related to carpooling.

Figure 2: Combined Intercept and Online Survey Program Review



Engagement Activities

The following is a summary of the comments received as part of the stakeholder engagement activities completed, including stakeholder meetings, employer and commuter interviews, skyway intercept surveys, and electronic survey. More detailed meeting notes are included in Appendixes A through E.

Stakeholder Meetings

Two stakeholder meetings were held in late February 2018, including a downtown stakeholder ‘roundtable’ and a ‘listening session’ with downtown commuters. The downtown roundtable specifically targeted key downtown organizations and businesses representatives, and the commuter listening session targeted downtown commuters (Table 2).



Table 2: Stakeholder Meetings – February 2018

	Downtown Roundtable	Commuter Listening Session
Date/time	Tuesday, February 13, 2018, 10 – 12 p.m.	Thursday, February 22, 2018, 2 – 4 p.m.
Location	Move Minneapolis, 505 Nicollet Mall, Minneapolis, MN 55402	Move Minneapolis, 505 Nicollet Mall, Minneapolis, MN 55402
Attendees	<ul style="list-style-type: none"> • Metro Transit • Warehouse District Business Association • 2020 Partners/Minneapolis Downtown Council • MN Twins/Target Field • Greater Minneapolis Building Owners and Managers Association (BOMA) • North Loop Neighborhood • Shared Used Mobility 	3 downtown commuters <i>Attendees were invited to participate via a short web survey which considered age, race, gender, job type, and job location.</i>

Meeting Format

Participants for each meeting were given a background presentation and then asked to discuss barriers/benefits related to choosing a non-SOV daily commute mode, provide general improvement ideas for ABC Ramp operations and facilities, and to review and evaluate a range of potential program ideas intended to help the ramps better achieve their multimodal transportation goals.

To facilitate the two-way conversation, stakeholders were given cards with a description of the potential ABC Ramps improvement strategies and programs (Appendix A) and asked to share the strategies out loud for a group discussion on potential opportunities and challenges related to each strategy. This activity was followed by a group discussion in which participants were asked questions relating to their experience traveling in Downtown Minneapolis. Meetings notes with additional detail are included in Appendix B.

Key Findings

- Commuters Want Flexibility: Stakeholders perceive efficiency and flexibility as being the key to motivating people to take other transportation options and use the ABC Ramps. People are willing to try another mode of commute but varying schedules (e.g., mid-day appointments, afterschool child pick-up, weekend work, etc.), a lack of convenience (e.g., mobile app, online payment, etc.) as a barrier. Programs for people who would try alternative commuting modes but need to *drive sometimes* were particularly well received.
- Support for Draft Program Ideas: Stakeholders and commuters generally supported the proposed programs and strategies. Particularly promising strategies were the idea of branding the ramps as a *mobility hub* and providing additional support for *employer programs* aimed at encouraging non-SOV commuting.
- Rebranding the Ramps: Downtown stakeholders emphasized the need to rebrand and modernize the ABC Ramps lobbies, signage, and branding in support of promoting the ramps as a *mobility hub*.



- Support for Employer Programs: There is interest from both commuters and employers in programs which provide *support for employers* to educate employees about the benefits of using other transportation options in downtown. Employers stressed the need for these programs to be intuitive, easy to use, and online.
- Concern over Safety and Security: Downtown organizations (particularly those representing the Northloop Neighborhood) expressed concern over perceived safety and security issues at the ramps and along the routes that connect the ramps to the surrounding neighborhoods. There is support for focus on improving safety, such as adding more lighting in the ABC Ramps, more security, and better wayfinding/signage etc.

Stakeholder Interviews

A total of 10 stakeholder interviews were conducted with commuters and representatives of employers within close proximity to the ramps (Table 3). Participants were selected based on direct invitation via contact lists maintained by Move Minneapolis, as well as an invitation to existing ABC Ramps contract holders with the intention of include a representative cross-section of commuter demographics (e.g., age, income, employment status, etc.) and business types (e.g., various sizes and industries).

Table 3: List of Stakeholder Interviews

Employer Interviews	Commuter Interviews
<ul style="list-style-type: none"> • Wednesday, March 22, 2018, Coyote Logistics • Wednesday, March 22, 2018, Fluid Interiors • Friday, March 29, 2018, Broadhead + Co. Inc • Thursday, May 31, 2018, Be the Match • Tuesday, June 5, 2018, Amazon • Tuesday, June 5, 2018, Haberman and Associates 	<ul style="list-style-type: none"> • Monday, March 26, 2018, Olson Advertising Employee • Monday, March 26, 2018, Olson Advertising Employee • Tuesday, March 27, 2018, Hennepin County Employee • Friday, April 27, 2018, RBC Employee

Interview Format

Interviews were conducted both in-person and by phone. Participants were provided an agenda with specific interview questions in advance of the meeting. The interview questions were intended to solicit comments from participants relating to challenges and benefits for non-SOV modes of commuting. Participants were also asked for their reactions to the draft ramp improvement programs.

Key Findings

- Varying schedules is a challenge: Flexibility, payment challenges, timing/scheduling, and safety were some common challenges or barriers to using the ABC Ramps and/or non-SOV transportation options, cited by both commuters and employer representatives. People are willing to try another mode of commute but varying schedules (e.g., mid-day appointments, afterschool child pick-up, weekend work, etc.), a lack of convenience (e.g., mobile app, online payment, etc.) as a barrier. For example, one challenge with a regularly carpooling is that some people leave work at different times every day and may not know ahead of time when they can leave. This makes it difficult to coordinate schedules with a rideshare partner. Likewise, people felt that working late or on the weekends would make it difficult to use transit and therefore felt they need a contract parking spot.
- People don't want to "pay twice:" Cost is another important factor. People would choose an alternative commute mode, but because they need to drive sometimes they pay (or their

employer pays) for contract parking. Because they already have a parking contract, the additional cost related to transit or a carshare is a barrier (e.g., people don't want to pay twice).

- Programs that provide flexibility are well supported: Employers and commuters were generally supportive of the potential programs/strategies presented. Programs that provide additional flexibility in contracting and scheduling were particularly well received as good strategies to help people explore non-SOV transportation options. "Day of" parking reservations, partial monthly contracts, and transit-parking contracts with a combined card or app were all favored by interviewees. People were less enthusiastic about programs for carpooling but felt a daily carpool program with discounted rates would be positive.

The following is a summary of the key points from the commuter and employer representative interviews, in aggregate. More detailed meeting notes are included in Appendix C.

Commuter Interview Summary

Challenges

- Commuters agree that having more flexibility would motivate people to use other transportation options.
- Commuters generally support the proposed ideas but are mostly interested in flexibility options and carpooling options.
- Commuter also find time and scheduling as a challenge to their daily commute, thus prefer to drive alone.
- A mobile app that could provide real time information and book parking in advance, track and log walking or biking hours/miles, make payment easier would motivate commuters to use other transportation options and help them with commuting downtown.
- Some commuters mentioned that a mobility hub would also support an alternative (non-SOV) commute, especially with providing information, wayfinding, and amenities for those whose employer does not provide these amenities (i.e. bike parking, bike showers, etc.).
- Some felt that the contracting for the ramps is overwhelming – making it easier for people to understand the different parking contract options at the ABC Ramps would help people with their commute downtown.

Opportunities

- Commuters were open to other transportation options. Making other transportation services more available and easy to use would improve and support people's decision to choose an alternative commute mode.
- Employees often get information through their employers about how they can subsidize their commute but finding information and contract options on the public website is difficult.
- Many employees have bike showers at their work place.
- Electronic information through work email is the best way to share information with commuters. Other ways to get information includes billboard, bus advertisement, organization/agency focused on multi-transportation options, google information, and posters located in the skyway.
- Some expressed interested in trying carpooling and/or a discounted carpool rate but finding reliable carpool partners is a perceived barrier. A ride matching app would be well received for these people.
- There is support for "demystifying" transportation options by helping people with knowing their options if their bus doesn't show up or if their first commute option doesn't work.

Employer Interview Summary

Challenges

- Employers are concerned about the lack of parking availability in downtown and see it as a barrier to future growth.
- Multiple employers feel that ABC Ramps contract administration and payment system is a challenge. For example, setting up a contract with the ABC ramps is “extremely difficult”, and having a more efficient system with activating and cancelling parking cards is needed.
- Scheduling and timing were mentioned as difficult to manage. Some employees work on the weekend starting at 6 a.m., some employees work between 7 a.m. to noon, and weekend buses do not accommodate employees’ transportation needs on the weekend.
- Employers mentioned that some employees would use buses because it is less stressful and more environmental friendly. However, in the end, if it conflicts with employees’ schedule they won’t do it. Employees would like to use these services more, but the dependability, reliability and frequency is a challenge.
- Employers suggest that adding more flexibility would allow commuters to spend less and alternate between different transportation options. For example, many employees don’t use their parking space all the time. During warmer seasons, people are choosing to bike or take transit, but will still keep their monthly or annual parking contract for days they plan to drive or to go to events. This doesn’t give people the flexibility they want, and people like the flexibility to alternate their transportation options.
- Employers feel that safety is a concern and should be addressed (i.e., add more lighting in darker areas and add security personnel).

Opportunities

- Many employees have benefits programs which could be used to pay for alternative commutes, such as transit passes.
- There are opportunities for better education for employees about parking options in downtown Minneapolis, at the employer level. Providing regular updates and using direct communication line (such as company intranet) would make it more convenient for employees to choose an alternative commute.
- Proximity to alternative transportation options and amenities are important to employers – they choose to locate downtown because of the presence of these amenities.
- Many employers use third-party benefit providers which often include flexible transportation benefits that can be used for transit – this helps to motivate employees.

Skyway Intercept Surveys

Intercept surveys were done on the skyway level at each of the ramps (Ramp A, Ramp B, and Ramp C) at three different times during peak periods (Figure 3). In total, about 135 people were engaged.

Figure 3: Skyway Intercept Survey Locations



Intercept Survey Format

Short verbal surveys were administered to existing ramp users in the skyway level at the A, B, and C ramps during peak periods. Survey questions related to barriers to non-SOV commuting and review of potential ABC ramp programs/ improvement strategies. Staff recorded the feedback received.

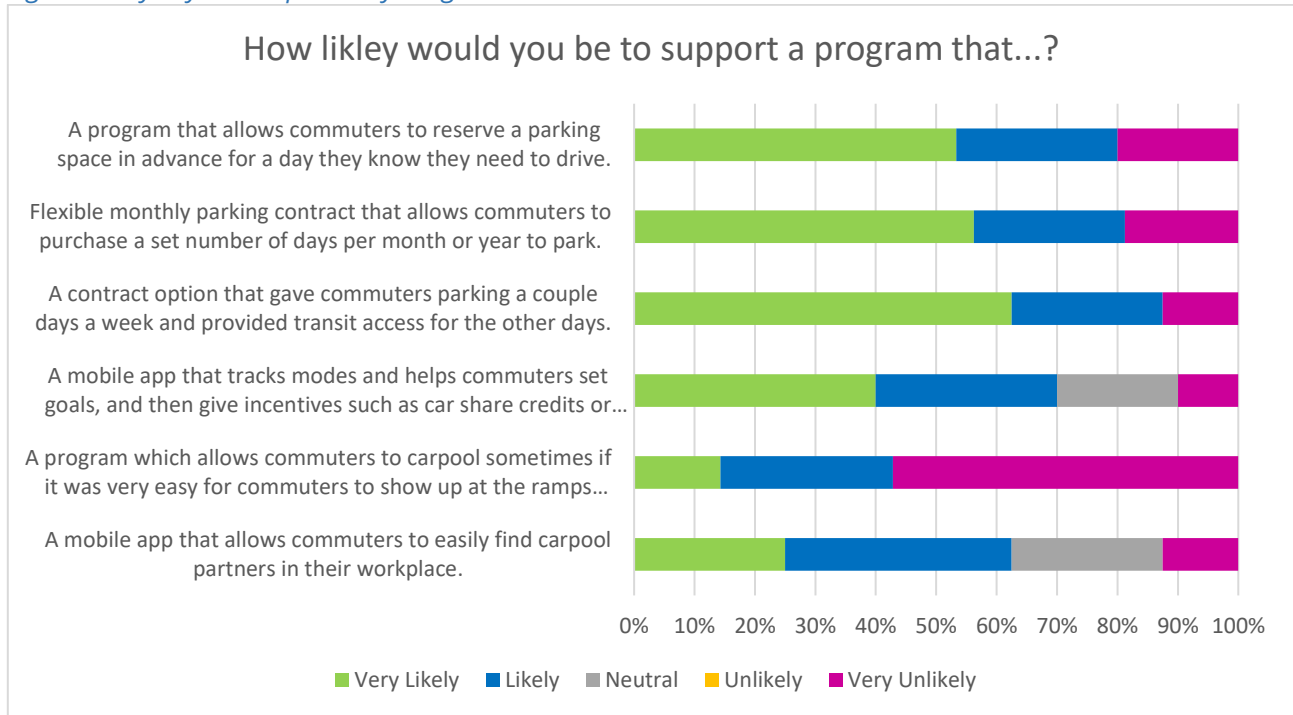
Key Findings

The following is a summary of the key findings from the skyway intercept surveys. A more detailed summary is included in Appendix D.

- **Commute mode:** About 75 survey respondents reported driving alone, 25 people carpooled, nearly 20 took the bus or train, 7 people walked, and 10 people drove alone but occasionally carpool, bus/train, bike, and/or walk to work.
- **Benefits of a non-SOV commute:** People felt that there were clear benefits in choosing alternative commute modes, including flexibility, cost saving, time, health benefits, and environmental benefits, among others.
- **Challenges of choosing a non-SOV commute:** People noted flexibility in schedule, higher cost (don't want to pay twice), increased commute time and distance, transit delays, and loss of freedom to come and go as some of the perceived challenges hindering them from using other transportation options.
- **Program review:** Respondents were generally more interested in programs that gave them the flexibility to choose their desired transportation option on a given day. A total of 15 people indicated that they would be "very likely" to use a contract option that gave commuters parking a couple days a week and provide transit access for the other days, 9 people "very likely" would use a program that provide flexible monthly parking contract, and 8 people "very likely" would use a program that allows commuter to reserve a parking space in advance. People were also interested in a mobile app that could track modes and help commuter set goals. While people were supportive of having a mobile app that allow commuters to easily find carpool partners,

they showed less interest in a carpool program that would allow commuters to carpool sometimes (Figure 4).

Figure 4: Skyway Intercept Survey Program Review



Online Survey

An electronic survey was administered to downtown area commuters and employers. Survey questions related to barriers to non-SOV commuting and review of potential ABC ramp programs/ improvement strategies. In total, 241 people responded to the survey.

Survey Format and Promotion

The electronic survey was promoted and distributed in several ways. The survey was strongly promoted as part of the ABC Ramps skyway intercept events, distributed through Move Minneapolis’ email lists, and emailed to previous identified employers and stakeholders to pass to their employees. The survey was opened for two weeks and about 240 people participated in the survey. About 90 percent of respondents identified as commuters and 10 as employers.

Key Findings

The following is a summary of the key findings from the skyway intercept surveys. A more detailed summary is included in Appendix E.

- People would prefer NOT to drive alone: 80% of commuter respondents indicated a desire to choose a non-SOV commute, at least some of the time. Many of the survey respondents identified distance from work and home, flexibility, time constraints, limited transit frequency and scheduling, and poor weather as some of the challenges for using non-SOV modes for their commute.
- People see a benefit to choosing an alternative commute: Commuters and employers identified transit reliability, reduced parking fees, health benefits, cost saving, time, environmental benefits as some of the benefits that would make it beneficial to choose non-SOV commutes.

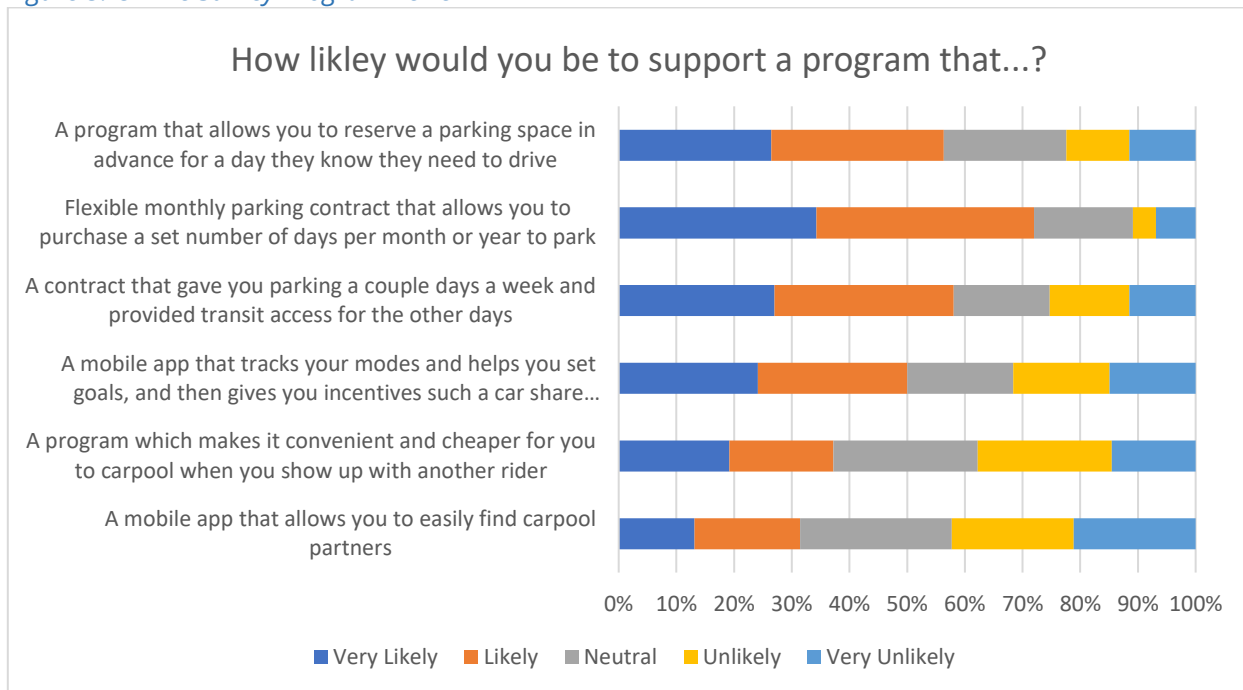


- Employer car about their employee's commutes: All of the employer respondents feel it is important for their organization to help employees find reliable, affordable, and convenient commute options. Driving an automobile is by far the most common employee commute mode reported by employers (100% have employees who drive), but most employers also have employees who use transit, bike, or walk to work.

Nearly 70 percent of employers reported that their organization either provides a subsidy for or allows for pre-tax purchase of parking spaces as part of a benefit program and 80 percent indicated that their organization provides similar benefits for transit passes. 80 percent of employers provide bicycle parking, 67% provide transit passes or subsidies, and 62% have showers and lockers. Very few provide carpool or vanpool support.

- Program review (Figure 5):
 - Flexible contracts and bundled service: Commuters were most interested programs that allow flexibility to choose their transportation option on any given days and indicated that they would be most likely use a flexible monthly parking contract, and a contract that bundled parking and transit services. A program that allows commuters to reserve parking space in advance was also supported. Employers were most likely to use a flexible monthly parking contract that would allow commuters to purchase a set numbers of days per month or year to park, and a program that allowed commuters to reserve parking space in advance for a day they know they need to drive.
 - Mixed reception to carpooling programs: Both employers and commuters were interested in a mobile app that would allow commuters to easily find carpool partners in their workplace. However, people were either unlikely to use and/or were indifferent to a program that would allow commuters to carpool sometimes if it was very easy for commuters to show up at the ramps with another rider.

Figure 5: Online Survey Program Review





Appendixes

Appendix A: ABC Ramp Improvement Strategy Flash Cards

Appendix B: Stakeholder Meeting Summaries

Appendix C: Commuter and Employer Interview Summaries

Appendix D: Intercept Survey Results

Appendix E: Online Survey Results



Appendix A: ABC Ramp Improvement Strategy Flash Cards



Monthly Carpool Contract

Monthly Carpool Contract Rate Available to All Commuters

Description:

This program would remove the current geographic requirement and time-consuming registration process for carpool contract customers. This would result in one monthly contract rate for all carpool customers – possibly \$50.

Currently there are two carpooling rates: \$20 per month rate for commuters from the I-394 corridor and a \$99 monthly carpool rate for all other commuters. The current monthly contract price for commuters who drive alone ranges from \$130 to \$150.

Enhanced Monthly Carpool Contract with Additional Services

Description:

This strategy would update the existing monthly contract to provide additional flexibility for commuters. This would include bundling the monthly contract with complimentary transportation resources. These resources would help remove barriers to using forms of transportation other than driving by oneself (preloaded GoTo card, bikeshare, access to carshare, etc.). For example, access to carshare or bikeshare could remove the need for access to one's personal vehicle for off-site meetings. Similarly, a transit pass could help customers return to their car at a park-and-ride, enabling the customer to occasionally leave at a different time than their carpool partner.



Daily Carpool Program

Daily Carpool Rate

Description:

This strategy would reduce the daily parking rate for carpools as an incentive to carpool. For example, a driver who enters the ramp with two or more people during the peak period would receive a reduced daily rate for parking. The current daily rate is about \$8 a day; the carpool rate could be \$4.

Ridematching Mobile Applications

Description:

Ridematching mobile applications make it easier for commuters to find people to carpool with on a daily basis. Examples include partnering with or promoting the use of ridesharing features in ridesharing mobile applications such as UberCommute and Scoop.



Support for Employers

Employer Champions

Description:

The goal of this program is to make it easy for employers to help their employees with multimodal transportation choices. The program could provide opportunities for employees to connect with each other, have on-site look and in-person events. The program could promote and reward success in order to inspire more employers to participate. Tactics might include:

- Monthly profiles of employers
- Newsletters and information for employer champions
- Lunch and learn sessions and other training
- Competitions and rewards for businesses
- Monthly profiles of commuters
- Tours of great employer multimodal facilities (e.g., bicycle lockers, locker room facilities, etc.)
- Other: What interests you/your employer?

Employer Transportation Programs

Description:

These programs would help employers offer employees flexible transportation options instead of paying for their parking. Currently, some employers offer subsidized parking OR a discounted Metropass. This program would help employers offer flexible transportation options so commuters can park on days they need to drive and take transit, telework, carpool and bike on other days.



A navigation menu for the ABC Ramps website. It features six icons with corresponding text labels: a car with a clock for 'DAILY CARPOOL PROGRAM', a car with a calendar for 'MONTHLY CARPOOL CONTRACT', a smartphone with a clock for 'PRODUCTS FOR PEOPLE WHO SOMETIMES DRIVE', a smartphone with a calendar for 'PRODUCTS FOR PEOPLE WHO OCCASIONALLY DRIVE', a person at a computer for 'SUPPORT FOR EMPLOYERS', and a network of nodes for 'MOBILITY HUB'. The text 'ABC Ramps' is displayed in large white font at the bottom.

Mobility Hub

Mobility Hub and Improved Wayfinding

Description:

Improve services in the ABC Ramps.

- Examples of improved and new transportation features could include:
- Install a secure bike cage that customers can access for free with a GoTo card
 - Provide pick-up and drop-off space for ride-hailing or shuttles buses
 - Access to cashshare and bikeshare
 - Improve wayfinding and services in the ABC Ramps, especially in Ramp B.
 - Consider having staff to assist travelers.

This program should also promote the ramps' existing transportation features, including:

- Bike lockers
- Showers for bicyclists
- Electric vehicle charging stations
- Transit access (including light rail, North Star Train and buses)
- Intra-city buses (Jefferson, Greyhound, Megabus)

A navigation menu for the ABC Ramps website, identical in structure to the first menu. It features six icons with corresponding text labels: a car with a clock for 'DAILY CARPOOL PROGRAM', a car with a calendar for 'MONTHLY CARPOOL CONTRACT', a smartphone with a clock for 'PRODUCTS FOR PEOPLE WHO SOMETIMES DRIVE', a smartphone with a calendar for 'PRODUCTS FOR PEOPLE WHO OCCASIONALLY DRIVE', a person at a computer for 'SUPPORT FOR EMPLOYERS', and a network of nodes for 'MOBILITY HUB'. The text 'ABC Ramps' is displayed in large white font at the bottom.

Products for People Who Sometimes Drive

Partial Monthly Contract

Description:

This strategy offers a new type of monthly contract that sets a maximum number of days per month (e.g., 10 days) or only on certain days of the week (e.g., Monday and Wednesday).

Transit-Parking Contract (Total Access Mobile Application or Card)

Description:

ABC Ramps would offer a new type of contract that includes both a set maximum number of days of parking per month and a transit pass. The Metropass or GoTo card would be used as the access card into the parking ramps. This would enable customers to access parking and transit resources through a single transaction.

Mobile Phone Transportation App

Description:

A mobile phone transportation app would combine trip planning with transportation choices. The app could also have a loyalty program that tracks which days a customer drives and parks alone, carpools, takes transit, bikes, walks or some combination of modes. Customers could earn points for using options besides driving alone. Points could be used to pay for parking on days a customer needs to drive, or redeem for other transportation services (e.g., credits for ridehailing or cashshare for days requiring a car during the work day). The mobile loyalty program could also provide one mobile place to pay for all of these transportation purchases (e.g., parking, transit, cashshare, and bikeshare).

A navigation menu for the ABC Ramps website, identical in structure to the first menu. It features six icons with corresponding text labels: a car with a clock for 'DAILY CARPOOL PROGRAM', a car with a calendar for 'MONTHLY CARPOOL CONTRACT', a smartphone with a clock for 'PRODUCTS FOR PEOPLE WHO SOMETIMES DRIVE', a smartphone with a calendar for 'PRODUCTS FOR PEOPLE WHO OCCASIONALLY DRIVE', a person at a computer for 'SUPPORT FOR EMPLOYERS', and a network of nodes for 'MOBILITY HUB'. The text 'ABC Ramps' is displayed in large white font at the bottom.

Products for People Who Occasionally Drive

"Day of" Parking Reservations

Description:

Customers reserve a parking space in advance for a day they know they need to drive. People who normally take transit, ride a bike, or have a monthly carpool contract could use this.

Limited Parking

Description:

ABC Ramps would allow non-SOV commuters (Metropass users, carpool contract holders, and bicyclists) to buy a set number of discounted parking days per year (e.g., 24 parking days per year).



Appendix B: Stakeholder Meeting Notes

Downtown Stakeholder Round Table – Program Idea Review

Mobility Hub

- Need multiple access points at mobility hub
- Designated areas for ride-sharing would increase flow and keep people from crowding the busy city streets and curbside
- Twins & Target Center have Uber pick up/drop off on Twins Way near Ramp A, and other vendors have their own spots. Uber started this, not the vendors. It would be nice to consolidate these drop-off and pick up locations to make it consistent for all uses
- Bike lockers are already an available amenity, but they are challenging to manage and difficult to sell.
 - How do we communicate what is already there?
 - Need a variety of bike parking options (i.e. loops, bike cages, lockers) to provide different prices/options
 - Need to be intentional about design, structure, and location
 - A locker room inside and with security may be better
- How do modern of current district parking solutions cross inform one another? What is the extent of the information they get at a mobility hub?
- The function of the ABC Ramps is there, but environment needs some work
 - Can it be made into a welcoming space that feels nice and safe?
 - Low hanging solutions include better lighting and add wayfinding signage

Products for People Who Occasionally Drive

- Reserved parking for days you need it
 - This will help people feel confident they have parking spots even during events
- A lot of people drive because they want the flexibility sometimes
- Limited parking – buy a set number of discount parking days per year – i.e. 24 passes, entices people to do this
- Have an annual packet of reservations when you need to drive that day
 - Reward uses to join the parking system
 - This product could also opt-in for other transit options

Products for People Who Sometimes Drive

- It can be challenging to go to meetings and see customers in downtown by taking transit.
- Could use mobile app that gives loyalty points discount for fares or a pass to use the ramp 10 days a month
- This product could give individuals a pack of a set number of parking days, but may need flexibility based on time of day

- However, there is also the risk of people buying for Twins games or concerts such that there could be presell, which could impact employees getting to work because there is a game going on. Or if already pre-sold, it will be difficult to get drivers in the door because special event party is sold out. The solution could be to hold spots in order to avoid problems.

Support for Employers

- Today employer give stipends to employees for parking, and the lack of short-term parking has caused employers to hire people with talents. For example, when people come in for interviews, and their late because they couldn't find a parking spot on game day, employers are given a bad impression of the potential employee
- How can we understand what employers need?
 - Incentives: Give employers 5 free stalls at Ramp A to tell recruits where to go. Do this as long as you get 50 employees to drive and park less
 - This is a good solution for existing parking problems and decreases parking and driving overall
- Employers need to decide if they value transit or if they value parking. Incentives won't work. Need to help employers who value access to parking
- People are afraid to park at the ABC Ramps because it is dark and unsafe. Employees won't walk there. This fear limits what employers can do.
 - The marketing piece is critical. ABC ramps need to be rebranded.
 - If there is money to invest in apps and technology, then there should be money for safety.
 - Lighting is an issue, but more eyes on the street/usage make the ramp feel safer.
 - Rebrand ABC ramps to be more than a parking ramp. It's a place to take LRT, shared use mobility, buses, bikes, etc.
 - Safety is a perception. For example, some people feel that people sleeping on the benches are scary.
 - More police presence can show that it is safer – only for some people.
- People need education on how to use transit. For example, hiring manager can meet with new employees and show them how to get to work from transit.
 - Twins seasonal employees park at Midtown Parking and the company pays for the shuttle to get between locations for people to feel secure.
- It's important to help employers understand how to make it easy for their employee to use any transportation to get to downtown Minneapolis. Demographic shift will help retain employees use a car to get to work.

Daily Carpool

- Carpool is good for couples and family members that work downtown.

- Need a streamlined way to get people carpooling. There are ride matching mobile apps like Slugline, Scoop and Via that lower cost and barriers to entry.
- But since many carpools come from the same household (approx. a third), are we achieving our goals by subsidizing?
- Like the idea of a daily rate. However, one thing we lack currently is the technology to identify if there is more than one person in a car when the vehicle enters the ramp.

Monthly Contract with Options

- Package parking contracts differently, by putting different type of transportation options all on the same pass.
 - Metro Transit explored bundling package of transportation options (Transit, Lyft, Uber, bike locker, car sharing, parking, etc.) on Go-To Card or Metro Transit App years ago.
 - The problem was not the technology but the political will to combine all these options

Others

- We need education to incentivize commuters to change their transportation habits
- Is there some kind of guidance or accountability? What can we do as a city or neighborhood to help employers stay motivated to meet transportation goals?
 - This is a great opportunity to utilize more Minneapolis. Getting employer to support program is a big step to move forward.
- Many suburban people are completely dependent on their car. How do we bring education to the first and second ring suburban population and make it attractive to suburban users?
 - It's evolutionary to learn how to live without a car. Create an exciting image or narrative (i.e. riding a bike through trails to reach workplace rather than be stuck in traffic).
- Rebrand 2nd and 3rd Avenue to make it a nice place.
- Commuting is a low priority for employers you won't get them involved unless you force them.
 - Include third party benefits providers?
- Matchup employer needs and incentives
- How does this factor in autonomous vehicles? Autonomous vehicles can completely disrupt this conversation.
 - Autonomous vehicles won't disrupt geography.
 - Current infrastructure won't be able to support autonomous vehicles.
 - Infrastructure will take time to implement.



- Even with autonomous vehicles, people will still need a place to get dropped off. Curb space is valuable.

Downtown Stakeholder Round Table – General Comments

- Transportation should be more efficient and accessible
- App/technology products used more for all types of transportation. Interface with customer should be a good experience. Place is pedestrian friendly, and people feel safe and comfortable
- It should be painless to give up your car. Transportation should be easy to use and welcoming.
 - And transportation should be flexible and interchangeable (Uber, Car2Go, bikeshare, etc.). You should be able to make your transit choices on the fly.
- LRT and biking have worked well for events. People who have used mass transit like it. There should be further adoption of other modes of transportation.
- Safety is important, and we need to make the perception of safety better with lighting, heating, and shelter.
 - Employees at the bars, restaurants and hotels are leaving at late hours, and we need to think about the 24-hour experience in these areas.
- Patrons and employees come from outside of downtown and once they get here, they aren't taking transit. We need to make downtown livable, so people stay here (schools, easy transportation, more family housing, etc.)
- It is important to connect employers and employees to the ABC Ramps, and we can do this through branding.

Commuter Listening Session - Program Idea Review

Mobility Hub

- Bike cages used to be all over downtown, but it has disappeared. It would be valuable to provide good bike cage amenities.
- Providing more security with Go-To card – people are going to use it. People will use things if it is available. The DID is a great asset and should expand its service to the ABC Ramps.
- It would be good to have an info desk who can help people navigate downtown.
- Target Field recently implemented showers and the number of bikers has increased.

Products for People Who Occasionally Drive

- This is very cool and would be a great option for her co-worker who dislike driving.

Products for People Who Sometimes Drive

- Participants generally like the different strategies and programs.
- Participants agree that this is a program to explore, especially for people who sometimes drive. One participants have a co-worker who dislike driving and goes between using bus and car. This would be an ideal program for the co-worker. One participant asked, “Is there a misconception that you can only do one or the other?”.
- Is the train an option? if so, people who lives by the train can use the flexibility program.
- Today train is limited, but there will be more trains and express services.
- Is this project trying to get people to carpool or to take the bus?
- People don’t carpool, because they want to be independent. Unlike carpooling, people feel more independent with transit.

Support for Employers

- The Twins have a private parking lot for full time employees, and part-time employees park in the ABC Ramps. It would be great to have employers support carpooling. The entire City should get behind it and work with employers. It could be done in the same manner that wellness has been supported by employers. The Twins recently started a wellness committee that holds an event each month. Why couldn’t a committee be started to help get cars off the road. A champion need to be identified to take on the project.

- Employee satisfaction is a huge component that should be considered. For example, allowing people to work from home.
- What if the employers were offered an incentive.
- It is a necessity. You can't target the employee without targeting the employer.
- Employers can provide employee incentives to encourage people to do things.

Daily Carpool

- When I was driving, I never thought of carpooling as an option.
- Carpool discounts aren't available to everyone, so it isn't an option for everyone. Some may not even know that daily carpool rate exists.
- This program would be a great asset for part-time staff at Target Field, and it would be ideal if we could encourage them to carpool.
- Off-season carpooling would be great to have.
- More trains would open options, and the transit system needs to be built out.
- Denver is a great example of connectivity and providing more transportation options.

Monthly Contract with Options

- Carpooling helps to improve safety and helps cut down on car emission. Encourage carpooling with co-workers to find people you trust. That may be a reason people don't carpool.
- Participants generally agree with the idea of having a fair carpool contract rate.
- Carpool isn't that attractive anymore because people feel that their independence is completely taken away. People also are working too much, and carpooling isn't an option with varying schedules. Getting employers on board and supporting options is needed, even if it is getting people to go home on time.

Commuter Listening Session – General Comments

- One participant ranked Daily Carpool Rate, Support for Employers, and flexibility programs as their top three choice for improvement.
- One participant agree that these ideas are great but want to make sure ADA is included in the considerations. Options should be accessible for all.
- Directions and wayfinding – how easy is it to get to is important.
- Saving money keeps us motivated. Engaged and satisfied employees. If I am saving money, I'll keep doing something – even if it's inconvenient.
- Leave things open to change – allow for flexibility.
- Safety improvements have really been great.
- Websites and emails – Other resources like city pages, campus commuter info, etc.



- Catch people's attention (there is a lot of stuff coming at us, make it stand out). Some good examples include window advertisement, inform groups like 2020 Partners, and educate employer to tell employee.
- Advertisements on Nicollet Mall would be helpful.
- Bring people together in a formal setting to share programs.
- Utilize existing groups and connections. Use a network of connected people to spread the word (community leaders).
- Provide hard copies to share with people.

Appendix C: Commuter and Employer Interview Summaries

ABC Ramps Employer Interview

- Wednesday, March 22, 2018, Coyote Logistics
- Wednesday, March 22, 2018, Fluid Interiors
- Friday, March 29, 2018, Broadhead + Co. Inc
- Tuesday, June 5, 2018, Amazon

ABC Ramps Commuter Interview

- Monday, March 26, 2018, Olson Advertising Employee
- Monday, March 26, 2018, Olson Advertising Employee
- Tuesday, March 27, 2018, Hennepin County Employee
- Friday, April 27, 2018, RBC Employee

ABC Ramps Employer Interview

Coyote Logistics

- It has been 2 years since Coyote Logistics moved into Downtown Minneapolis from Brooklyn Park.
- At their old site in Brooklyn Park, there was a parking lot, which employee parked for free. When the company decided to move into Downtown Minneapolis, employees were concerned about parking situation.
- Today, the company currently compensate employee 50% for parking.
- Employee mostly travel from northern suburb, some from Cambridge, Elk River, and Stillwater.
- There are currently 180 employees, of which 140 drives to work, 6 employees who occasionally carpool to work, and the rest either bike, walk or take transit.
- The average age of employee is 28.
- The company has contract with all the A, B, and C ramps. They have most of their parking spot in Ramp A, some in Ramp B, and about 12 in Ramp C, which is the closest one to their office.

Challenges

- Coyote Logistic is concern about parking availability as the company continues to grow.
- Although we are contracted with the ABC Ramps, we are not eligible for the corporate carpool rate. Our employees are also not allowed to use the showers in Ramp B without paying for a bike parking.
- One of the biggest challenges we have with the ABC Ramps is communication. There is hardly anyone available or responding to activate parking cards at the ABC Ramps.
- There is a language barrier between the company and people working at the ramps.
- Some employees work on the weekend starting at 6 a.m., and some employees work between 7 a.m. to noon. Weekend buses do not accommodate employee's transportation need on the weekend.



Opportunities

- Coyote would like to have a more efficient system with activating and cancelling parking cards.
- Employees can use their Health Savings Account on parking.
- Employee want the flexibility to choose their transportation options.
- It would be convenient and beneficial for employee to get text updates relating to traffic updates in Downtown Minneapolis.
- Coyote Logistics need a communication line that is direct and efficient.
- Proximity to alternative transportation options and amenities are important to the company.
- Company often hold classes to educate employee about transportation in downtown.
- Mobility was not a huge factor for moving.
- There are employee orientation and classes held to educate employee about transportation options in downtown.
- Flexibility and the ability to relax while commuting to work are contributing factors in motivating people to take other transportation.
- The company suggest having a direct communication line with employees such as direct texting notification.

Fluid Interiors

- Fluid Interiors is a company that design and install office space.
- There are currently 50 employees in downtown Minneapolis and there are 50 employees working at the warehouse in Brooklyn Center.
- The company is located in Butler Square.
- There are currently no employees carpooling today.
- The company gives a monthly allowance (85%) towards transportation for all of their employees. Employees have the flexibility to choose their preferred transportation type.
- One person takes the train, some people walk and get the extra allowance as a part of their paycheck, most drive and park in the ABC Ramps.
- The company have parking contracts with all Ramp A, B and C, but Ramp C is really full.

Challenges

- It is extremely difficult to set-up contract with the ABC Ramps.
- Each ramp has a different person managing the office.
- Phone mailbox is always full, so it is impossible to get a hold of them.
- They also don't apply payment right, which impacts employees parking pass.



- ABC Ramps need changes to administration and need to advance with technology. For example, have a way employer can cancel and activate cards through the internet/computer.

Opportunities

- The company would be interested to use product for people who sometime and or occasionally drive.
- The company is also interested in the daily carpool rate program.
- Flexibility product would be beneficial for both employer and ABC Ramp owners/managers.
- The company is very flexible. Everyone has a laptop and 85% can work from home. The company prefers people being productive and working than having to be stuck in traffic.
- There are a lot of employees coming in and out of the office every day, so it is important to have flexible transportation option.
- Employee mobility is not an issue. People have the flexibility to work from home and have flexibility to choose their transportation option.
- Employee orientation and Monday morning staff meetings are the best way to communicate information, however would be interested in a new communication plan.

Broadhead & Co. Inc/Rabbit

- Broadhead & Co. Inc and Rabbit is located near the Target Center.
- Rabbit has five employees and Broadhead & Co. Inc has about 100 employees.
- Every full-time employee is offered a space in the ABC Ramps. If they walk, take transit or bike, they are reimbursed for a transit pass.
- Currently the ABC Ramps are running out of available spaces and they are asking the company to find volunteers to give up their parking space.
- We established a policy, that if an employee miss entering their billable time, they will lose their parking spot. The company emphasizes that parking is valuable for its employees.

Challenges

- Many employees don't use their parking space all the time. During warmer seasons, people are choosing to bike or take transit, but will still keep their monthly or annual parking contract for days they plan to drive or to go to events. This doesn't give people the flexibility they want, and people like the flexibility to alternate their transportation options.
- Rabbit employees also have client meetings that they attend regularly, so flexibility in parking is needed.
- If there is a way to incentivize people who live in the suburb to take the express bus. A strategy to support this should be considered.



- The only time the company really talk about employee commute to downtown and their transportation choices to downtown are during benefit review time, so people are not always thinking about transportation.
- Carpooling rate – I used to carpool with my coworker. But we don't have set hours that we need to leave at this time, or that time. Having a carpool person is challenging because they have different day and time/schedule.
- People talk about using buses, because it is less stressful and more environmental friendly. However, in the end, it conflicts with people's schedule. People would like to use these services more, but the dependability, reliability and frequency is a challenge.

Opportunities

- Knowing who has pass and who doesn't. there is no way that I can connect with someone who doesn't work in my company that uses the ramps.
- Need to make it easier.
- Three years ago, we didn't offer any transit allowance. But in the past years, people are talking about it and asking for it. Now a lot of people are biking in our building. We are now creating a fitness center to support bicyclist and have a bike parking, so people are not bringing their bike up to their office space.
- We do use a third-party provider. With biking and transit, this has worked out.
- There is flexibility to allow compensation for biking, taking transit, etc.
- I think it is very important. I don't see us moving. Being a part of downtown and being an agency that uses the amenities downtown, and our employees enjoying using the amenities downtown, and the younger folks wanting to live in the cities.
- I would like to bike more, but safety is a concern. This could inhibit people from biking.
- Because it is so tied to our benefit package, providing something for our company that we can message it to our employee, that would be best. If you can provide information, we can push it out to our employees.

Amazon

- Minneapolis location is located in the North Loop on 3rd Avenue and Washington Avenue.
- There are currently 130 plus people working at the Minneapolis location. The hope is to add 200 plus more people in the future.
- Ramp B and C are full.
- Most employee may bus to work.
- Wage worksite is a commuter benefit program. Employees use the website to access parking options such as reimbursement for contact parking, Metro Transit pass reimbursement and pretax dollar option.
- Amazon parking garage is currently full, and I don't know how many stall we have in total.



Challenges

- I need flexibility and a guarantee parking spot. It is hard to plan in advance.
- I enjoy taking the bus, but if I have a guaranteed parking spot in Ramp A, I would just drive. I don't want to pay for a metro pass out of pocket on top of the reimbursement parking contract.
- No one in the Minneapolis location carpool.
- Carpooling is difficult to coordinate, but Seattle employees carpool often. How can we get there?
- A program or product that make it easier for people to keep track of their parking balance would be helpful.
- I've been on the ABC Ramps waiting list for about a month.
- Some people say they would rather not park in the ABC Ramps because it is not safe. For example, there are not enough natural lighting in Ramp C, so employee rather park in the open lot.
- Areas of improvements – update internal company process and make internal website easier to navigate. The building people may direct employee to internal parking space but knowing outside parking options is often not available.

Opportunities

- I would use the daily carpool program for afterwork run. If I miss the bus, it would be cheaper than getting Lyft or Uber, which is about \$20 per one-way ride.
- I would be interested in taking a bus and also drive to pick up child or run errands on days I need to drive, so the product for people who drive but need flexibility would be a great program to have.
- People typically use Google to plan transportation option. it would be good to have something to better promote the ABC Ramps for this type of use – a mobility hub.
- Some ways to engage with employees and promote the ABC Ramps are through the site lead. The site leader provides updates to Amazon employees. Site lead admin usually sends updates to Amazon employees, so internal communication is the best approach.

ABC Ramps Commuter Interview

Interview #1

- I work at the board center company, Olson advertising company, located next to the Target Field. I currently park in the B Ramp.
- I currently pay for it, but it comes out from my paycheck – pre-tax.

Challenges

- I live in Woodbury. The express buses are okay, and the app does not support real time information.
- I would carpool if there is a way to help me find other people easily. I would be more prone to do this if it is also more flexible. Right now, my schedule can't afford for inflexibility.

- The biggest thing for me is my schedule is not very static. If my schedule was more flexible, it would be very different. There is really no way for me to get here to Woodbury without a car.

Opportunities

- I would be open to other transportation option. I went to high school in Europe, and I took the bus all the time. If the frequency was better, it would help me to take the bus more often.
- Something that made it easy to do. For example, something that make finding other people to carpool with.
- Yes, these potential strategies would be helpful.
- The ease and convenience of taking transit or use other modes of transportation other than drive would help motivate me to continue.
- During onboarding/orientation they help with subsidizing transit commute, there is a gym for showers if you plan to bike. There is also bike parking. A lot of people use the shower here at the company.
- Online information and through work emails are the best way for me to get information.

Interview #2

- I work for Olson Advertising, which is a company of 350 or so employees. Located in the Ford center. I live in Maple Grove. I used to park by the city lots located by the Salvation Army. I drive alone every day and now park in the Ford Center parking lot. I would love to take other transportation if there was a light rail.

Challenges

- There are not enough spot at the Ford Center parking lot for Olson Advertisement employees. There are two parking lots, but I am not sure how many parking spots Olson have for their employees.
- I drive alone because of flexibility. Olson have flexible work hours. If there were light rail, I would be open to this transit type on a regular basis to save the money and protect the environment. The bus takes too long, so I'm not sure if this is what I would do. If there were other options, I would definitely use it.
- The reason why I don't use other source of transportation option is because: 1) LRT does not exist; 2) bus don't drop off near Olson Advertisement; 3) compared to driving, transit is not flexible enough (ex., there is a lack of bus frequency at certain hours of the day and the option of doing something after work in the area)

Opportunities

- I think people are still so active with other recreational activity, that it's difficult to carpool, so daily carpool rate would be useful. Overall, I think these potential strategies are great ideas.
- Ease of payment would be helpful. By going online and being able to put money on a payment card instead of having to walk up to a machine just to put money on the card.



- Employee parking – they offer a discount on the transit pass. They also pay through pre-tax. There is a gym for shower, but there aren't any bike lockers. The company also have the flexibility to work from home. There are some people who carpool and also park in the ramps.
- I heard the interview opportunity through our corporate manager who sent it out to us. Billboard, email/ mailing (limiting), bus advertisement, google information, posters located in the skyway for employers in the downtown area would also be good promotional opportunities.

Interview #3

- I live in southwest Minneapolis, by 50th and 5th. I work for Hennepin County – not close to the ramp. With I35W reconstruction, I might need to use the ramp and use the ramps. I commute 2-3 days a week and walk/bike/transit other days. I use the ramps sometime, I try to find 1-2-dollar street parking.
- The reason why I drive is because I have daycare pick-up every other day in Edina. I usually take I-394 and Hwy 100 to pick up my child at daycare. However, this commute might change because child will be starting kindergarten soon.
- I telecommute sometime.
- I work in health and human services.
- The last time I parked in the ABC ramps was during my high school graduation. I did have an internship in Butler Square building during high school, and I also used the ramp during that time.
- I've heard about something similar to what the ABC Ramps is doing, and this would be great to have.
- Off-site meeting at the end of the day and picking up child at daycare are a few of what influence my decision to drive. I prefer to bike in the warmer days, and I prefer to take transit on colder days.
- Current bus (146) isn't as reliable. There are a lot of waiting on 2nd Avenue and Marquette Avenue.
- Sometimes I walk over to Hennepin to catch bus route #6 because it's more frequent - it comes every 5 minutes.

Challenges

- Constant shifting of bike lane. I would like real time of what is actually open and what is not.
- It would be good to have bike maps and more real time for bike lane, similarly to google traffic map.
- There are hidden exits from cedar lake trail – having info on what is actually bikable and what bike lane does not go through someone's ally.
- Driving alone has its own barriers.
- Buses have its own barriers – sometime bus see you, sometimes they don't.
- I would like to use the flexible rate option.
- I'm not sure which bus currently stops at the ramp, if there was a mobility hub. I would like to know in advance what are my choices.



- Skyway connectivity to get to the ramp is not clear or there isn't any wayfinding. I don't even know how to get to the ramp even on the street level.
- Contract for parking ramps are also overwhelming. If you're doing that via direct deposit and flex spending through work, it was really difficult to understand the best parking contract option. To be motivated, make it easier for people to understand the different parking contract options.
- Carsharing is less useful, unless there are suburban folks who need it.

Opportunities

- Log hours of using alternative transportation mode to get wellness points that you can get a discount on co-pay or something.
- Demystifying transportation options by helping people with knowing their options if their bus doesn't show up or if their first commute option doesn't work.
- Better marketing for demystifying transportation options.
- At employer orientation they share a lot about transit passes. They also talk about parking contract. Trying to figure out what is available is not available on the internet.
- Bike lottery and other transit option are usually announced at a certain time and it only occurs seasonally.
- My department focuses more on telework and flex hours.
- The grain exchange has a great bike room.
- Some great ways to promote the program could include Move Minneapolis tabling and providing direct information through an email list. For example, an office manager would forward transit email to department manager who sends it to the employees.
- Other promotional opportunities include, Star Tribune - although not so helpful, county website - they did very well during the Super Bowl, and downtown or southwest journal.
- A billboard will never catch my attention, especially if there is a website link/URL.

Interview #4

- I work for RBC on 6th and Nicollet Mall.
- When I park, even though it is expensive, I prefer to park closer to the office.
- ABC Ramps are cheaper, but they are further away from the office, which will add 15 minutes to my current commute to work.
- I drive on certain days, but most days I take the bus to commute to work.
- My employer provides bike parking and shower, discounted transit pass (pretax), and flexible spending account. However, there are no carpool or vanpool options.

Challenges

- Ideally, I would like to drive because I can be flexible with time, family need, and work need. However, parking is too expensive. If parking was cheaper, it would be great.
- I love to drive, but I also dislike it. there are too many cars.



- Buses are cheaper and more convenient. These are factors that influences me to take the bus.
- If there were cheaper parking options close to my work place, it would influence me to drive more.

Opportunities

- More flexible program in the ABC Ramps would be great to have.
- Programs I would use includes the ride matching app, a carpool program that allow me to commute with someone in my area, and a program that would allow me to access different transportation option in one transaction.
- Having flexibility is a great option for me.
- Email, publication, Move Minneapolis email distribution, downtown journal that shares parking options in downtown would be the best way to engage with employees and promote the potential programs.



Appendix D: Intercept Survey Results

RAMP A

9 people carpool

28 people drive alone

2 people walked

Challenges:

- Used the bus
- No carpool
- Stay at work later
- I live too far
- No bus
- I live too far
- Need flexibility to get the kids
- Usually my schedule with kids
- Park here; need cameras in the inside of ramps – got broken into.
- Too far
- Die – get hit.
- Transit is extra time
- Yes to use other transportation option on same day
- I do it and love it
- Don't have a ridematch where I live
- Live too far
- Too far away with limited options
- Would have to drive to the bus
- Takes too long
- Same amount of money to drive
- I live too far
- Flexible schedule
- Bus schedule
- Payment is challenging
- Auto payment would be nice
- Flexible schedule
- Works late
- Car on own
- Busing not convenient
- Carpooling
- Not practical
- Different
- Kids
- Unpredictable schedule
- Easier to get in and out
- Same amount of time
- Have carpool
- Scheduling
- We need flexibility
- What if I get dropped off at my work; broken leg
- If partner
- Yes to taking public transit
- Public transit – time to leave at night from where I live
- Carpool – first time carpooling to ramp
- Getting on Mega Bus
- Wayfinding in ramps
- Carpool logistics and finding people to carpool with
- Maybe carpool with an app to find people to carpool with
- I tried using the mobile app but it didn't work
- Bike is a challenge because I don't know where to park and it is 6 miles one way – need a shower and bike ramp; would be great
- How to ride, location of where to ride, convenience, and frequency for the bus.
- I like to do it if convenient and if it doesn't add time to my commute time
- Scheduling
- Biking – don't know where to put my bike
- Possibly, yes with flexibility
- Schedule
- Carpool – cannot carpool all the time with person that usually carpools with me
- No buses where I live in the west

- Challenge is my schedule isn't the same
- Bus doesn't go to where I live
- Bus is challenging
- Distance coming home and to workplace
- I have kids
- Scheduling
- Carpool
- Time
- Bus schedule
- Timing and flexibility
- 30 min wait time, frequency, and too many stops
- Lives in Hopkins
- Carpool
- Getting down to work at the same time
- Admin, more clarity on signing up, and steps to sign up is difficult
- Save time
- Help the environment
- Would take the bus
- Cheaper to carpool
- Rate
- Save gas
- Save money
- Carpool rate
- Used to carpool
- Less driving
- Super interested in flexible options
- Cheaper
- Sometimes the bus
- Stress free
- Save money
- Save money
- Money
- Reduced rate off of 394
- Prefer to read and not drive
- Discounted carpool rate
- Bus is cheaper and quicker
- Bike/walk – exercise benefit
- Not having to park
- Relax on way to work
- Reduce pollution
- Save mileage and cost
- Bike – being outside
- Environmentally friendly
- Cost is cheaper
- Cheaper parking rate for carpooling
- Carpool sometimes – internal carpool; pay for one car, gas, and maintenance
- Enjoys parking here because the price and closer proximity to work
- Enjoys walking
- Exercise
- No benefits
- Convenient to drive and pricing is awesome
- Park at Ramp A – enough spots
- Carpool price is reasonable vs. the bus

Benefits:

- Save money on gas and save time
- Time and money
- Traffic
- Cost of parking
- Appealing because I'm not driving
- Less to worry about
- Live close
- Money
- Cost
- Cheaper
- Save on congestion
- Environment
- Mental health
- Stress – all for it
- Train to St. Cloud
- Save money
- Discounted rate
- Wifi would be nice
- Bad weather
- Stress of traffic
- Beneficial to save money

- Nice to offer – pick day/flexible day to carpool
- Way less stressful too
- Like to take the car
- Price is beneficial

RAMP B

18 people bus/train

9 people carpool

23 people drive alone

5 people walked

Challenge:

- Need to get to work/children
- Suggest a monitor – see how busy to get onto 394/ real time or google maps resource
- Pick up children from school
- Might bike when they get older
- Work schedule ok
- Don't want to be around other people
- more time, more frequency, and later in the morning hours
- day care pick up
- flexible with kid's schedule
- challenge is matching time
- Metro transit and paying for ramp
- Want early bird rate, but don't come early enough to get early bird rate
- kids in daycare
- Little longer and less expensive
- NA – just prefer to walk
- Distance from work in 15 mins – chose to walk
- Not on a transit line anymore (used to be) and work remotely
- Payments every month
- Traffic sometimes, but I get in early
- No bus stop; is 5 blocks away – never consider taking the bus

- Setting up prepaid payments, but otherwise it is great
- Wish there was an earlier afternoon train
- Getting to work sweaty
- The park and ride for the bus is a challenge
- Buses aren't always on time
- Underground walkway to avoid ice and traffic during the winter
- Weather
- GO TO card; paid the fee, but never got it
- Miss the bus and have to wait, cannot run errands, and locked into schedule
- Weather
- Long way to walk
- Idea – provide 2 free vouchers per year
- Not from here; not sure how to rider the bus; scared to getting lost
- Have to have the car to pick up the children
- Dangerous
- Live too far and schedule don't help with picking up kids
- Daycare pick up, so I need a car
- Would take transit is there were more flexibility
- More limited schedule
- Only if closer
- Can't bike or walk
- Transit – too much to transfer because schedule doesn't work; have to wake up earlier
- No direct skyway access to work place
- Too far away to bike
- Dealing with transit and homeless people
- Improve ramps and better security
- New to me; leaving at the right time; new to driving
- Weather; 1 mile walk time



- Improve temperature in the skyway
- Off major transit line – can't take transit
- Drive is more convenient if I live next I LRT I would
- Paying for carpool, pay at the booth first time, unresponsive from ABM – make it easier to pay and make the process easier
- Slower on days; I don't use the ABC ramps – I just walk in the ABC ramps
- Winter delays
- Late to work; LRT
- Not hard; if you weren't married to your fellow carpooler might be hard
- Not good to show up late to work
- Leave at the same time
- Monthly carpool pass; on the first day it didn't register/scan
- Finding people to carpool with is a challenge
- Public transit is 1 hour
- Dropping and picking kids up
- Being on their schedule

Benefit Themes:

- Incentivize employees
- Cheaper
- Carpool to save money, gas, and time
- Carpool together – in the same neighborhood
- Air conditioning
- Don't have to drive to find parking
- Saving on gas and quicker
- Save money on gas
- Consistency of transit
- Cost savings and environmental
- Cheaper
- Commute is great; won't change a thing
- Stress free commute
- Arrive on time – the bus has benefits and challenges

- Walking for exercise and health – a mobile app to track health and help employer with
- Skip traffic – faster
- Consistent vs. bus
- Smooth and no problem with traffic
- No traffic
- Health benefits
- Save a ton of dough
- Cheaper, easier, and wifi
- No parking and exercise
- 394's carpool lane and price is good
- Carpool is cheaper and easier
- Quick and efficient
- Don't have to pay for parking
- Not traffic in the winter
- Weather
- Mobile hub would be great
- Close to work
- Flexibility
- Convenience and no schedule
- Price is affordable and internal household carpool
- Reimbursement through work cheaper
- Not dealing with traffic and is cheaper
- Don't have to drive
- Cheap and flexible
- Don't have to drive
- Carpool lane and cheaper fee
- Current carpool with sister, but that's no always the case
- Car commute is 25 mins and always drive alone because I don't want to take transit
- Easier and no stopping

RAMP C

6 people carpool
 25 people drive alone
 10 drive alone, carpool and or bus/train

Challenges:

- Lives in Stillwater and doesn't want to do transit
- Carpool and no body leaves
- Having to carry things and late bus
- I live far away
- Missed the bus today
- Transit is not convenient
- bus is slower
- There are too much bus transfer and bus take up too much time
- No challenges unless the meeting is off site
- Being alone
- Picking up the kids
- Dealing with ramp A – renewal process improvement; ABM more helpful
- Bus system, scheduling, and can't run errands
- No bus stop in four blocks and bad bus schedules
- Timing and how often buses pick up people
- Traffic, sign up process for ABC ramps is difficult, cops need to slow down/traffic control during construction; cops park in C
- Buses come too early and can't be flexible
- Flexibility
- Picking up the kids
- Too far, not convenient, and not being able to leave whenever
- Organizing, planning ahead, and need to leave right away
- Biking to train hard to time and planning for carpool
- Biking to train hard to time and planning for carpool

- Would if it was more convenient to carpool
- Scheduling
- Biking is not an option
- My bus route only goes on Marquette and 2nd
- Scheduling on the bus is too hard; earlier times
- Police parking in Ramp C
- I love my car
- Transit is not convenient
- I like driving, freedom and privacy
- Coordinating a working schedule
- Bus stop too far from home
- Coordinating a working schedule
-

Benefits:

- Biking for health/exercise
- Parking here for free
- Exercise, faster, and convenient
- Does transit, and company pays for parking
- Transit is better for environment
- Transit is cheaper
- pretax, flex benefits, same card, health, hybrid option
- Cheaper rate to carpool
- Can get more done on the bus; straight shot, on time, and fast
- Transit is better for the environment
- Transit and other options are inexpensive. I get to ride together with my partner which is handy
- Environment
- Cost effective, lower stress level, more time to do stuff in the morning
- Cheaper rates
- More time



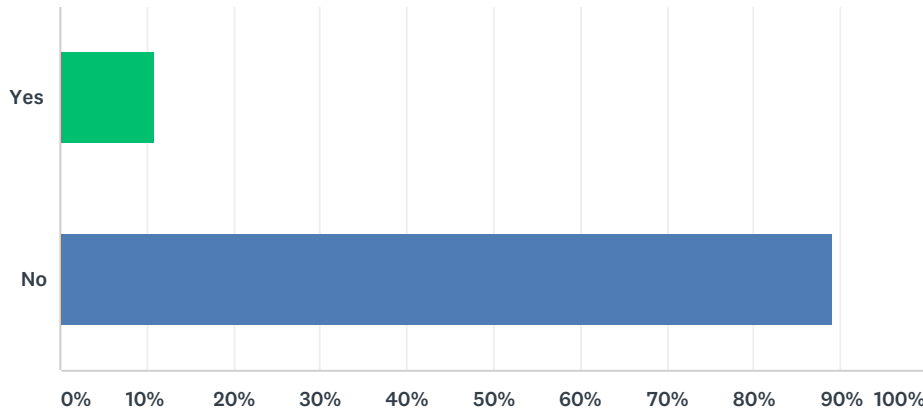
- Sleep on the bus, sleep a little longer, enforce to exercise
- Transit is cheaper and more environmentally friendly
- Do monthly parking
- Efficient, interact more with partner
- Cost saving



Appendix E: Online Survey Results

Q1 Are you a manager or supervisor that manages employees' transportation options to work?

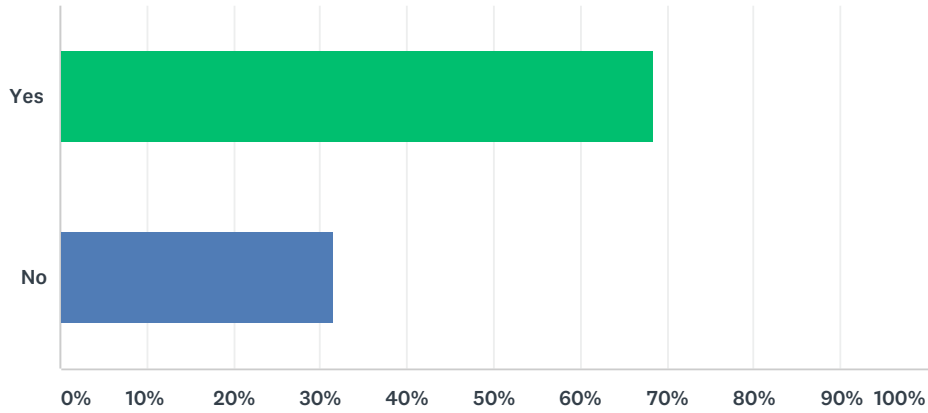
Answered: 210 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	10.95%	23
No	89.05%	187
TOTAL		210

Q2 Is employee parking subsidized by your organization? Or can employees buy parking with pre-tax dollars as part of your employee benefits?

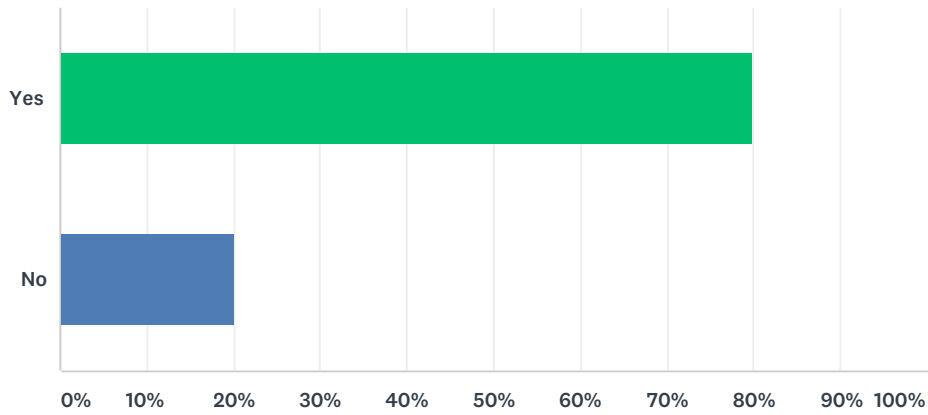
Answered: 19 Skipped: 191



ANSWER CHOICES	RESPONSES	
Yes	68.42%	13
No	31.58%	6
TOTAL		19

Q3 Is employee Metro Pass subsidized by your organization? Or can employees buy their transit pass with pre-tax dollars as part of their employee benefits?

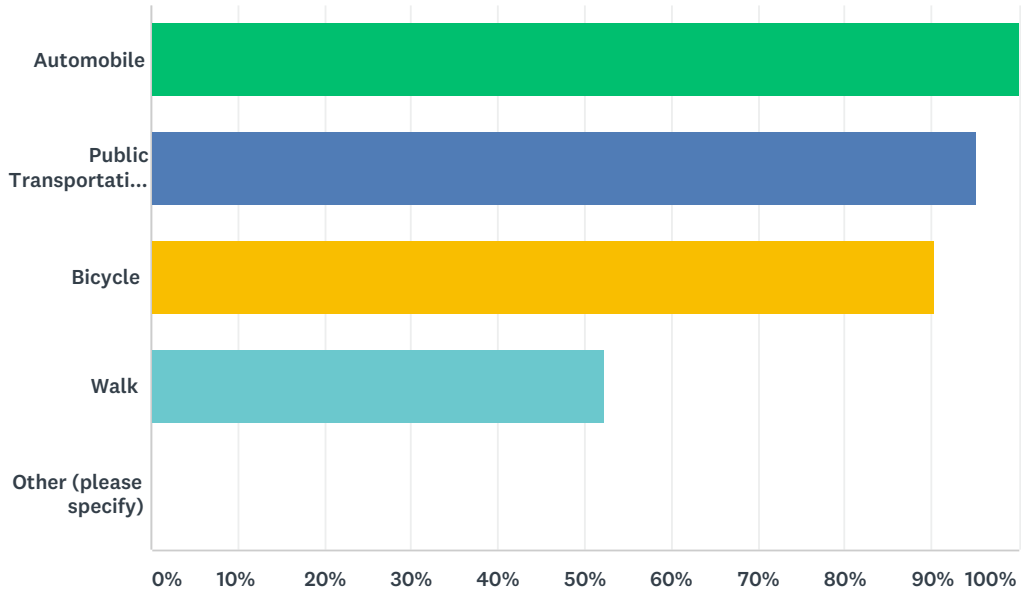
Answered: 20 Skipped: 190



ANSWER CHOICES	RESPONSES	
Yes	80.00%	16
No	20.00%	4
TOTAL		20

Q4 How do your employees get to work? (Check all that apply)

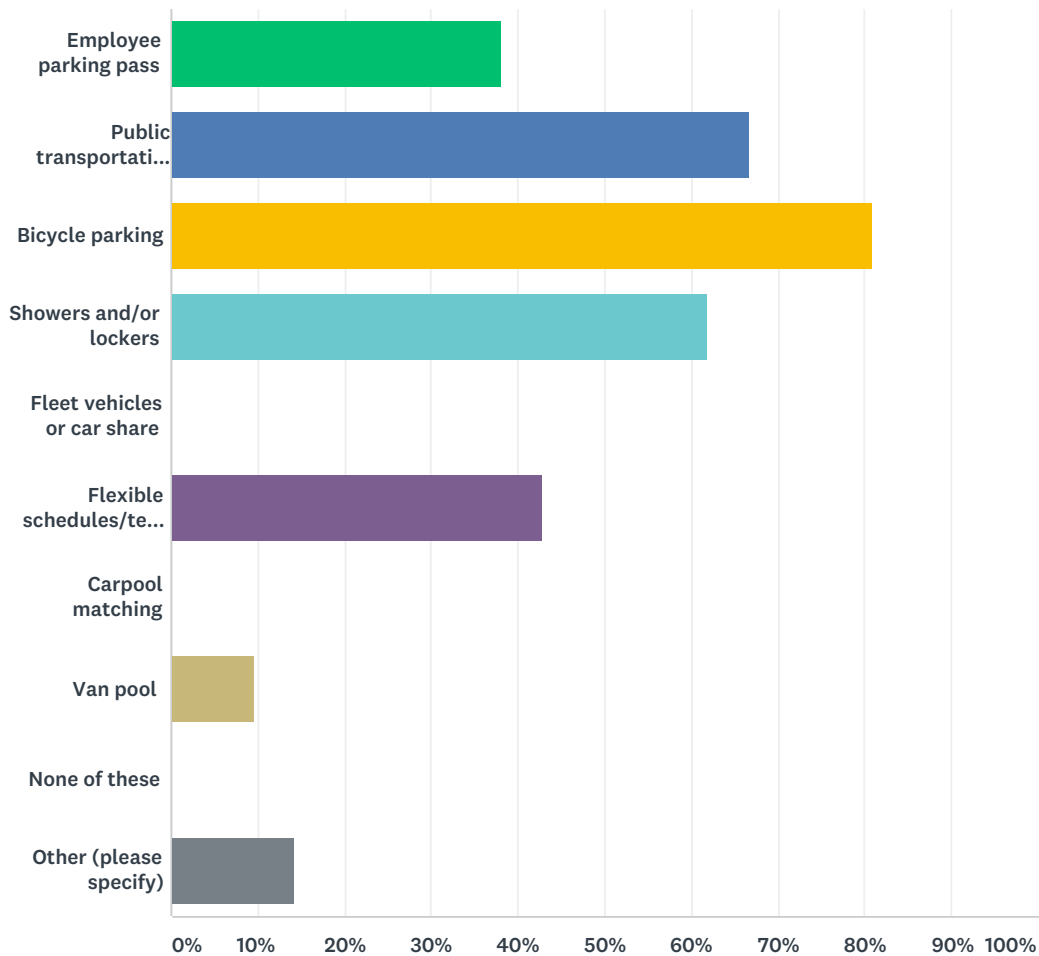
Answered: 21 Skipped: 189



ANSWER CHOICES	RESPONSES	
Automobile	100.00%	21
Public Transportation (i.e., bus, light rail, etc.)	95.24%	20
Bicycle	90.48%	19
Walk	52.38%	11
Other (please specify)	0.00%	0
Total Respondents: 21		

Q5 What transportation options/program are currently offered to employees at your organization? (check all that apply)

Answered: 21 Skipped: 189



ANSWER CHOICES	RESPONSES	
Employee parking pass	38.10%	8
Public transportation pass	66.67%	14
Bicycle parking	80.95%	17
Showers and/or lockers	61.90%	13
Fleet vehicles or car share	0.00%	0
Flexible schedules/telework	42.86%	9
Carpool matching	0.00%	0
Van pool	9.52%	2
None of these	0.00%	0
Other (please specify)	14.29%	3

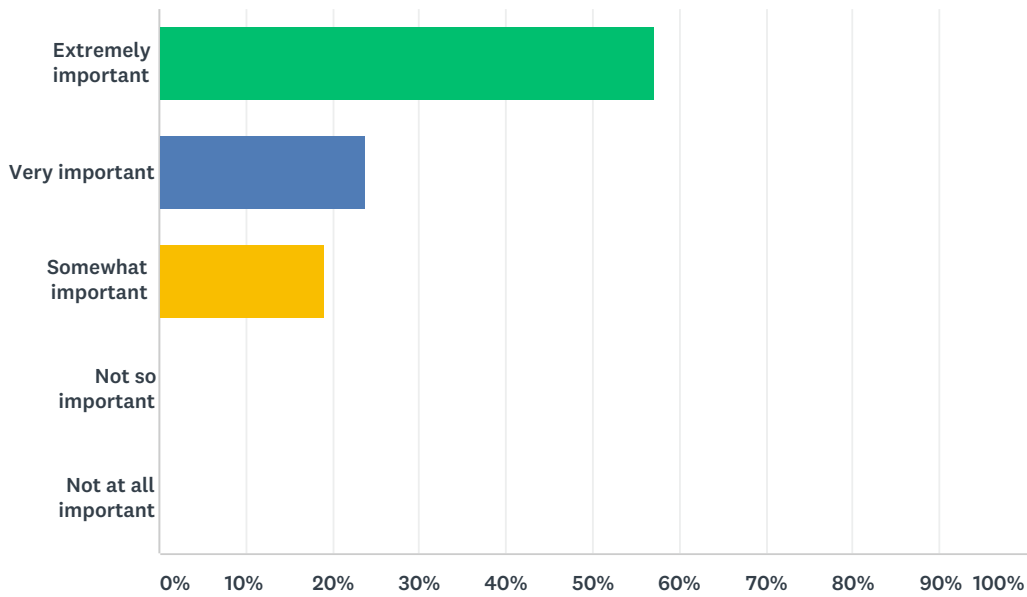
Total Respondents: 21

Q6 What are the biggest challenges for your employees getting to work?

Answered: 20 Skipped: 190

Q7 How important is it to your organization to help your employees find reliable, affordable, and convenient commute options?

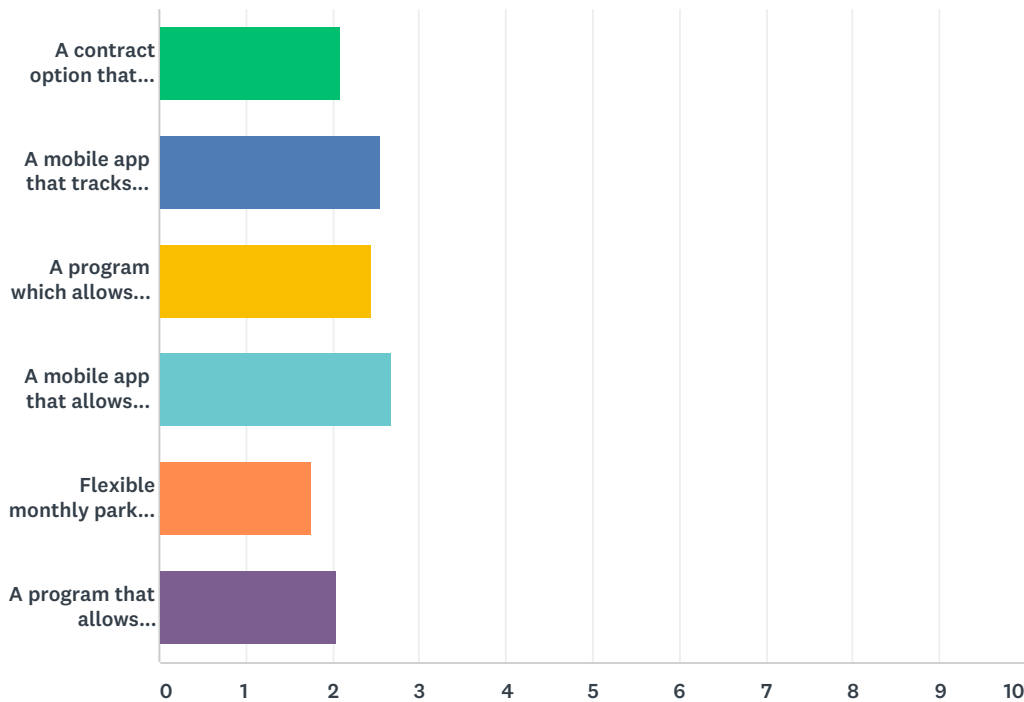
Answered: 21 Skipped: 189



ANSWER CHOICES	RESPONSES	
Extremely important	57.14%	12
Very important	23.81%	5
Somewhat important	19.05%	4
Not so important	0.00%	0
Not at all important	0.00%	0
TOTAL		21

Q8 How likely is your organization to promote these commute options to your employees?

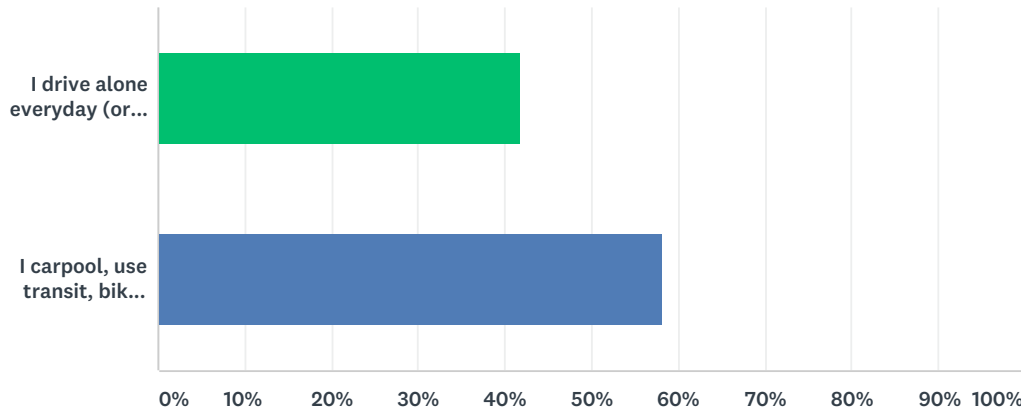
Answered: 21 Skipped: 189



	VERY LIKELY	LIKELY	NEITHER LIKELY NOR UNLIKELY	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
A contract option that gave commuters parking a couple days a week and provided transit access for the other days	40.00% 8	25.00% 5	25.00% 5	5.00% 1	5.00% 1	20	2.10
A mobile app that tracks modes and helps commuters set goals, and then give incentives such as car share credits or discount parking if you take transit, carpool or bike commute (like a credit card or a loyalty reward program)	40.00% 8	10.00% 2	20.00% 4	15.00% 3	15.00% 3	20	2.55
A program which allows commuters to carpool sometimes if it was very easy for commuters to show up at the ramps with another rider and get half off their parking cost for the day	35.00% 7	10.00% 2	35.00% 7	15.00% 3	5.00% 1	20	2.45
A mobile app that allows commuters to easily find carpool partners in their workplace	23.81% 5	19.05% 4	38.10% 8	4.76% 1	14.29% 3	21	2.67
Flexible monthly parking contract that allows commuters to purchase a set number of days per month or year to park	38.10% 8	47.62% 10	14.29% 3	0.00% 0	0.00% 0	21	1.76
A program that allows commuters to reserve a parking space in advance for a day they know they need to drive	30.00% 6	45.00% 9	15.00% 3	10.00% 2	0.00% 0	20	2.05

Q9 Which of the following best describes your commute?

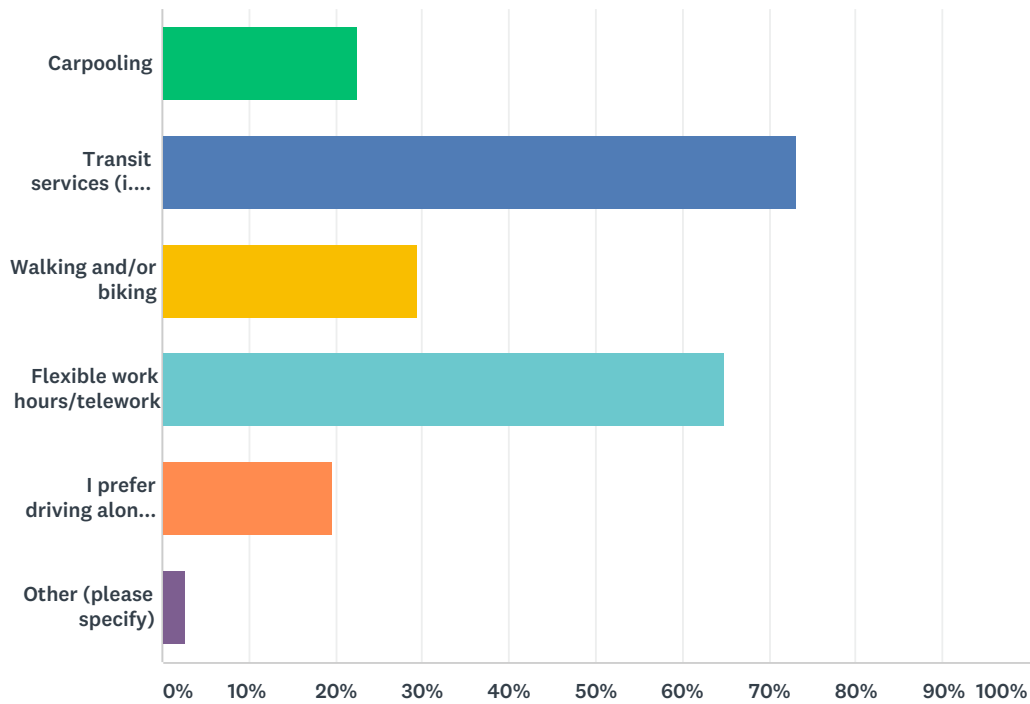
Answered: 184 Skipped: 26



ANSWER CHOICES	RESPONSES	
I drive alone everyday (or almost every day)	41.85%	77
I carpool, use transit, bike, or walk at least some of the time	58.15%	107
TOTAL		184

Q10 In a perfect world, which alternative mobility options would you try, at least some time? (Check all that apply)

Answered: 71 Skipped: 139



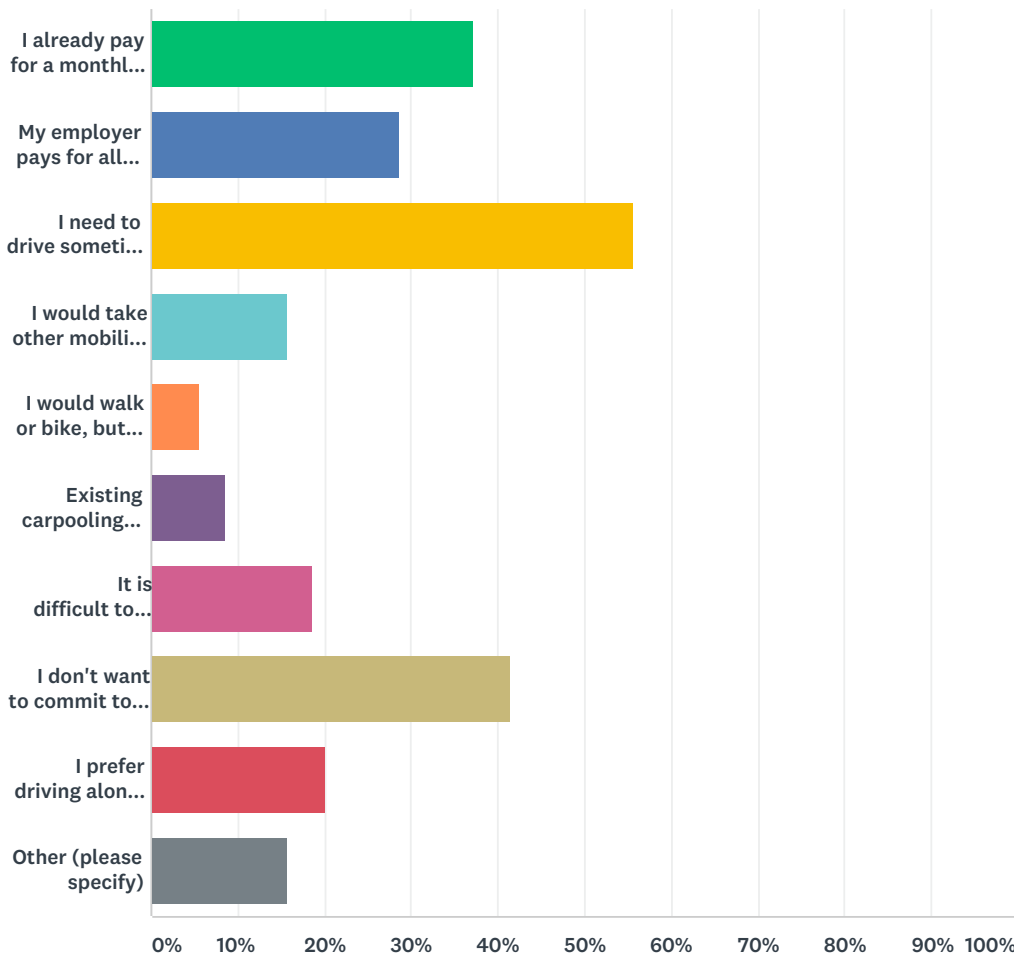
ANSWER CHOICES	RESPONSES	
Carpooling	22.54%	16
Transit services (i.e., trains and buses)	73.24%	52
Walking and/or biking	29.58%	21
Flexible work hours/telework	64.79%	46
I prefer driving alone and don't want to change	19.72%	14
Other (please specify)	2.82%	2
Total Respondents: 71		

Q11 What makes it challenging or difficult to use transit, carpool, walk or bike at least some of the time?

Answered: 65 Skipped: 145

Q12 Which of the following prevent you from choosing another type of commute? (Check all that apply)

Answered: 70 Skipped: 140



ANSWER CHOICES	RESPONSES	
I already pay for a monthly parking contract, and don't want to pay for other transportation services on top of parking (for example, bus fare)	37.14%	26
My employer pays for all or part of my parking contract	28.57%	20
I need to drive sometimes and I need a guaranteed parking spot (for example, occasional meetings, child pick-up, weekend work, etc.)	55.71%	39
I would take other mobility options, but my work schedule does not allow flexibility for me to try something else	15.71%	11
I would walk or bike, but there are no locker room/shower facilities at my workplace	5.71%	4
Existing carpooling programs are difficult to set up and maintain (i.e., too much paper work)	8.57%	6
It is difficult to find reliable people to carpool with	18.57%	13
I don't want to commit to carpool every day of the week, all month long	41.43%	29
I prefer driving alone and don't want to change	20.00%	14

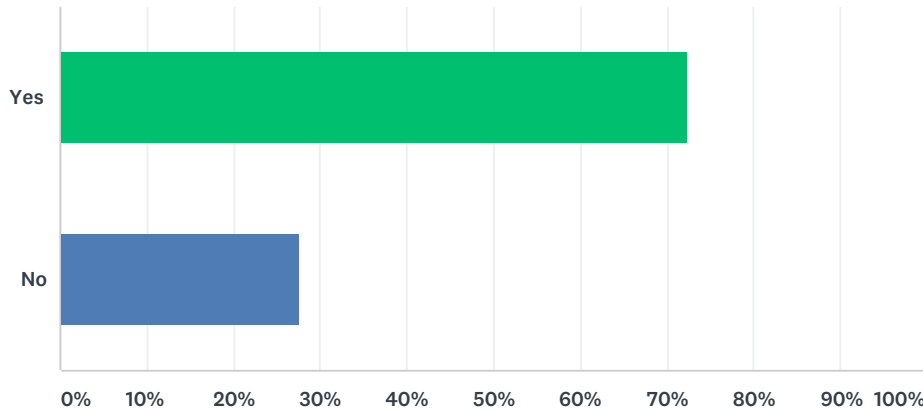
Other (please specify)	15.71%	11
Total Respondents: 70		

Q13 Do you see any potential benefits to changing your commute to transit, carpool, walk or bike at least some of the time? (open comment box)

Answered: 57 Skipped: 153

Q14 Do you currently use the ABC Ramps as a part of your commute to work?

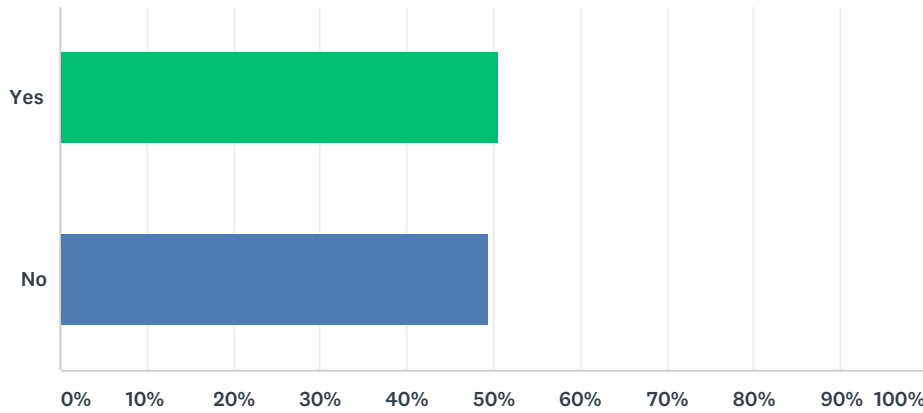
Answered: 69 Skipped: 141



ANSWER CHOICES	RESPONSES	
Yes	72.46%	50
No	27.54%	19
TOTAL		69

Q15 Do you buy your parking with pre-tax dollars as part of your employee benefits?

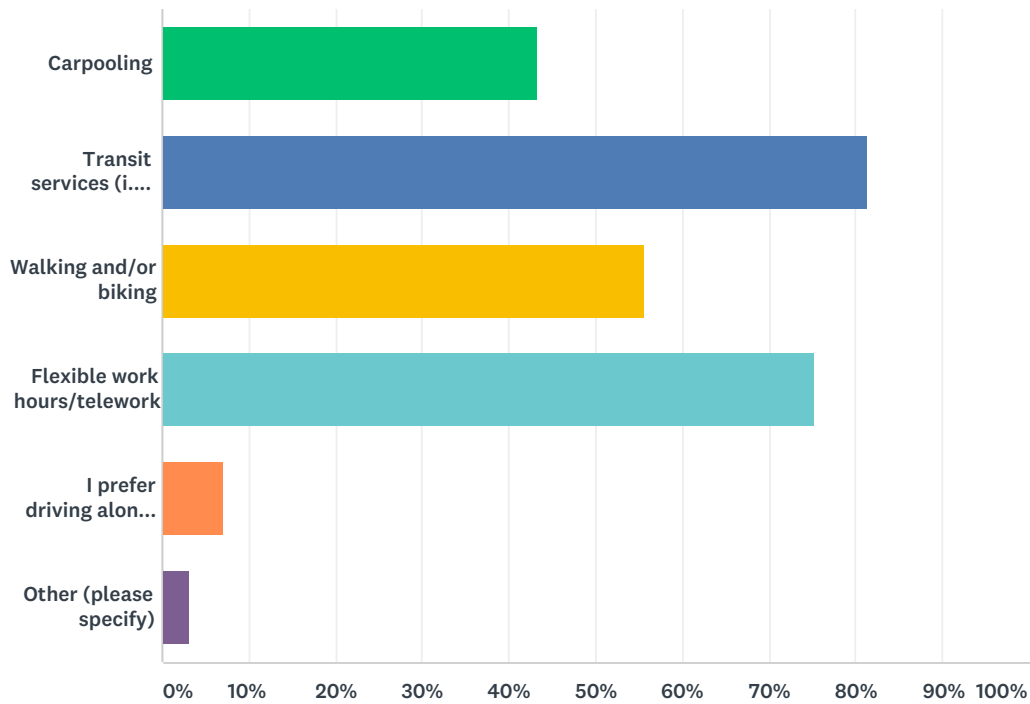
Answered: 69 Skipped: 141



ANSWER CHOICES	RESPONSES	
Yes	50.72%	35
No	49.28%	34
TOTAL		69

Q16 In a perfect world, which alternative mobility options would you try, at least some time? (Check all that apply)

Answered: 97 Skipped: 113



ANSWER CHOICES	RESPONSES	
Carpooling	43.30%	42
Transit services (i.e., trains and buses)	81.44%	79
Walking and/or biking	55.67%	54
Flexible work hours/telework	75.26%	73
I prefer driving alone and don't want to change	7.22%	7
Other (please specify)	3.09%	3
Total Respondents: 97		

Q17 What makes it challenging or difficult to carpool, use transit, walk or bike for your daily commute?

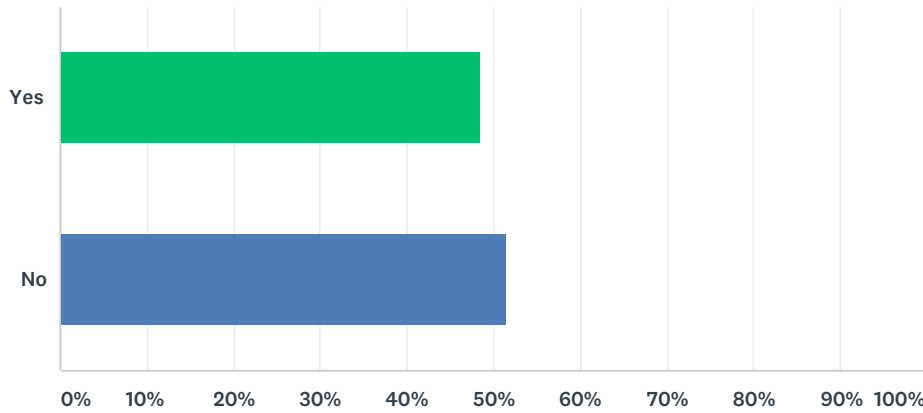
Answered: 94 Skipped: 116

Q18 What makes it worthwhile or beneficial to carpool, use transit, walk or bike for your daily commute?

Answered: 96 Skipped: 114

Q19 Do you currently use the ABC Ramps as a part of your commute to work?

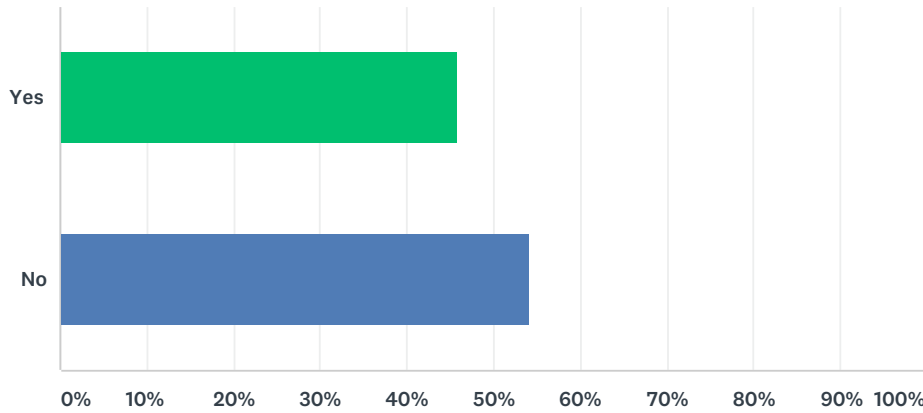
Answered: 97 Skipped: 113



ANSWER CHOICES	RESPONSES	
Yes	48.45%	47
No	51.55%	50
TOTAL		97

Q20 Do you buy your MetroPass (or other transit fare) with pre-tax dollars as part of your employee benefits?

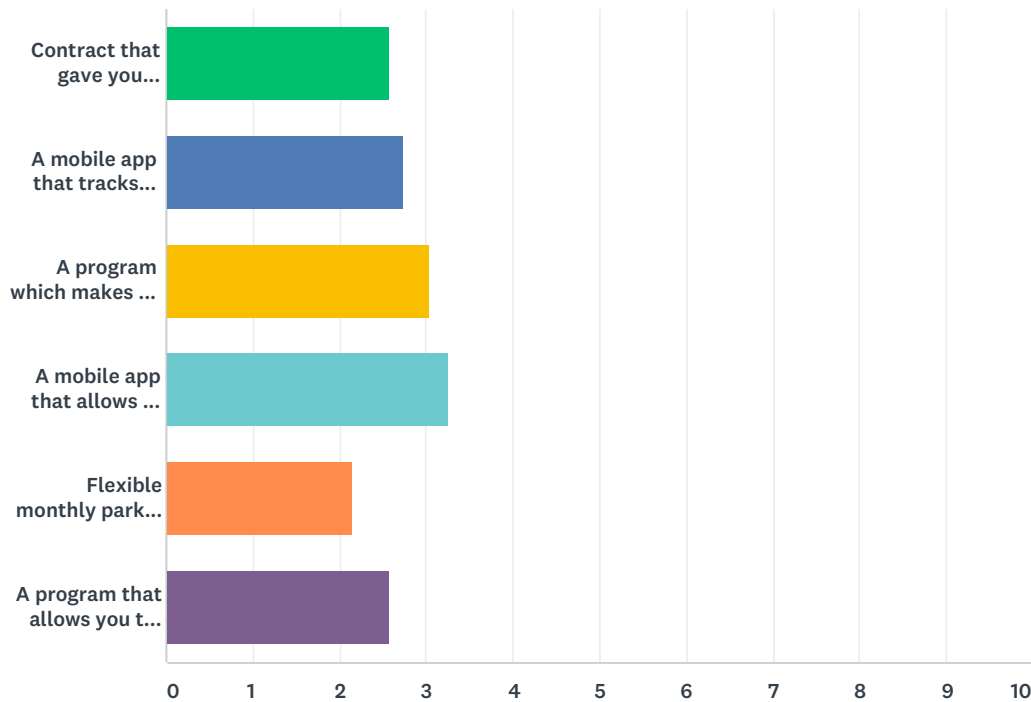
Answered: 96 Skipped: 114



ANSWER CHOICES	RESPONSES	
Yes	45.83%	44
No	54.17%	52
TOTAL		96

Q21 How likely would you be to use the following to support your daily commute to work?

Answered: 155 Skipped: 55



	VERY LIKELY	LIKELY	NEITHER LIKELY NOR UNLIKELY	UNLIKELY	VERY UNLIKELY	TOTAL	WEIGHTED AVERAGE
Contract that gave you parking a couple days a week and provided transit access for the other days	25.32% 39	31.82% 49	15.58% 24	14.94% 23	12.34% 19	154	2.57
A mobile app that tracks your modes and helps you set goals, and then gives you incentives such a car share credits or discount parking if you take transit, carpool or bike commute (like a credit card/loyalty reward program)	22.08% 34	27.92% 43	18.18% 28	16.88% 26	14.94% 23	154	2.75
A program which makes it convenient and cheaper for you to carpool when you show up with another rider	17.11% 26	19.08% 29	23.68% 36	24.34% 37	15.79% 24	152	3.03
A mobile app that allows you to easily find carpool partners	11.69% 18	18.18% 28	24.68% 38	23.38% 36	22.08% 34	154	3.26
Flexible monthly parking contract that allows you to purchase a set number of days per month or year to park	33.77% 52	36.36% 56	17.53% 27	4.55% 7	7.79% 12	154	2.16
A program that allows you to reserve a parking space in advance for a day they know they need to drive	25.97% 40	27.92% 43	22.08% 34	11.04% 17	12.99% 20	154	2.57

Q22 Please share any ideas for how the ABC Ramps can better use the skyways, lobbies and other open space.

Answered: 87 Skipped: 123

Q23 Please share any other comments, suggestions or ideas for how the ABC Ramps can help people better commute.

Answered: 72 Skipped: 138

Q24 Zip code where you live

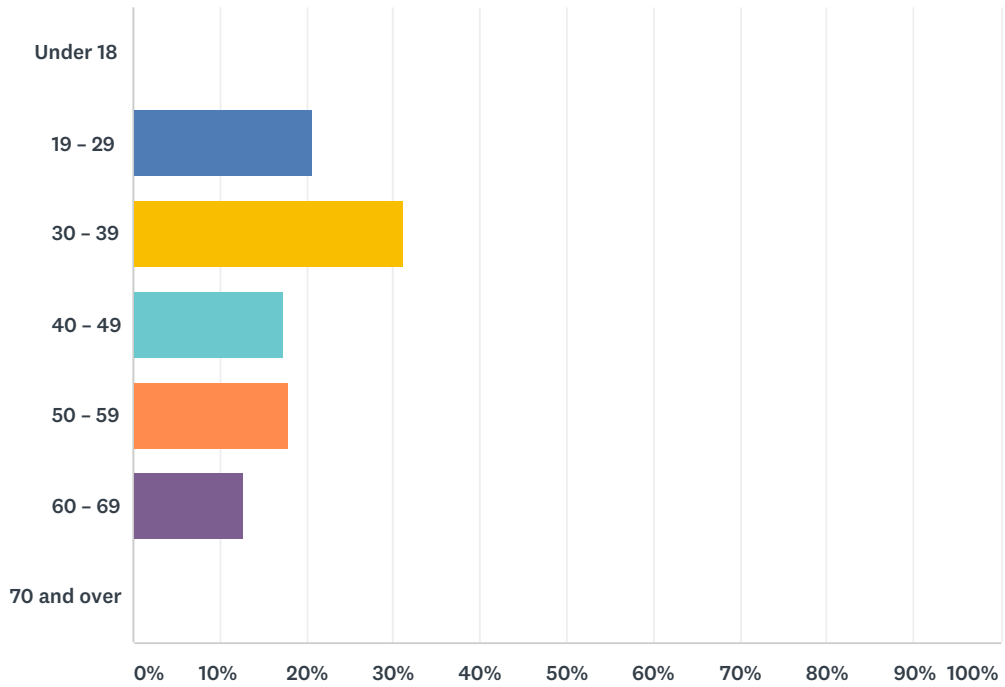
Answered: 174 Skipped: 36

Q25 Zip code where you work

Answered: 172 Skipped: 38

Q26 What is your age

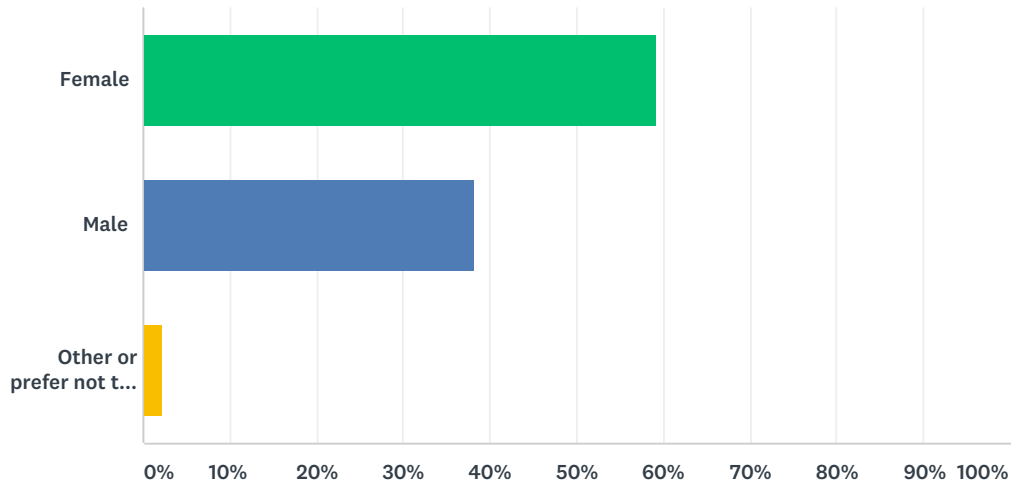
Answered: 173 Skipped: 37



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
19 - 29	20.81%	36
30 - 39	31.21%	54
40 - 49	17.34%	30
50 - 59	17.92%	31
60 - 69	12.72%	22
70 and over	0.00%	0
TOTAL		173

Q27 What is your gender?

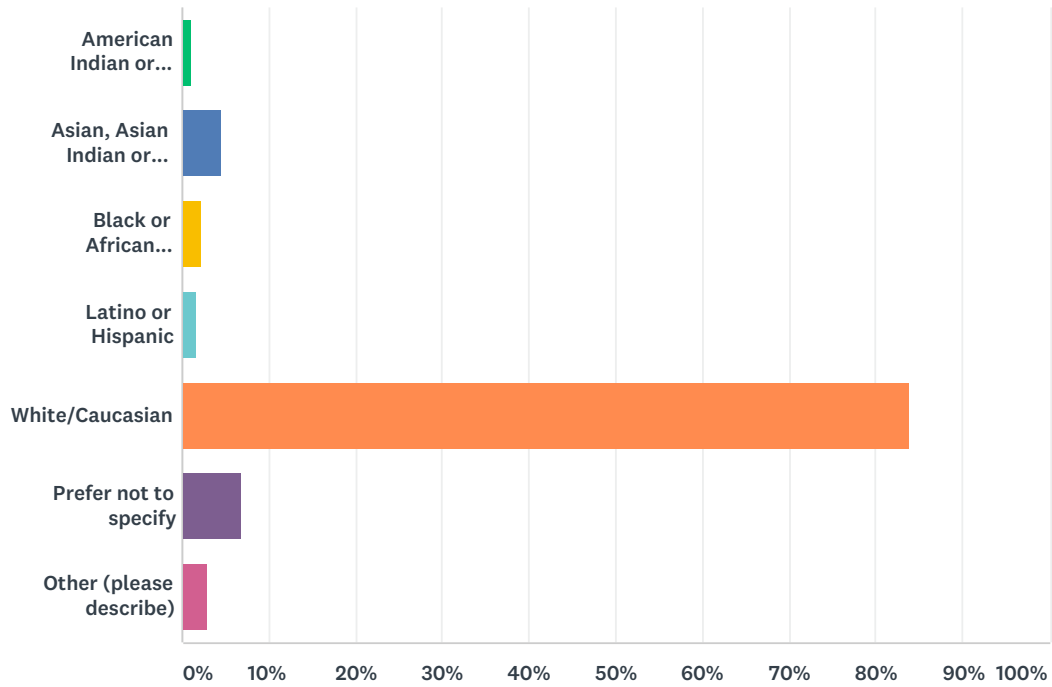
Answered: 172 Skipped: 38



ANSWER CHOICES	RESPONSES	
Female	59.30%	102
Male	38.37%	66
Other or prefer not to specify	2.33%	4
TOTAL		172

Q28 How would you describe yourself (check all that apply)?

Answered: 174 Skipped: 36



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	1.15%	2
Asian, Asian Indian or Pacific Islander	4.60%	8
Black or African American	2.30%	4
Latino or Hispanic	1.72%	3
White/Caucasian	83.91%	146
Prefer not to specify	6.90%	12
Other (please describe)	2.87%	5
Total Respondents: 174		

Q29 How many adults (age 18 and over) live in your household?

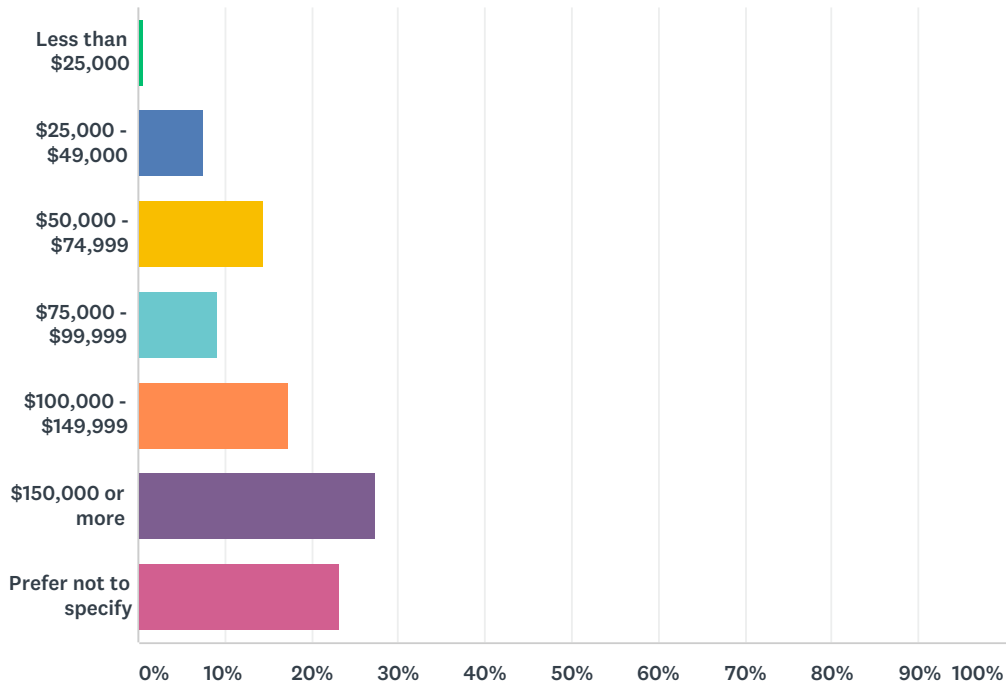
Answered: 167 Skipped: 43

Q30 How many children (age 19 and under) live in your household?

Answered: 167 Skipped: 43

Q31 What is your approximate annual household income?

Answered: 172 Skipped: 38



ANSWER CHOICES	RESPONSES
Less than \$25,000	0.58% 1
\$25,000 - \$49,000	7.56% 13
\$50,000 - \$74,999	14.53% 25
\$75,000 - \$99,999	9.30% 16
\$100,000 - \$149,999	17.44% 30
\$150,000 or more	27.33% 47
Prefer not to specify	23.26% 40
TOTAL	172

Q32 First Name

Answered: 161 Skipped: 49

Q33 Last Name

Answered: 161 Skipped: 49

Q34 Organization

Answered: 161 Skipped: 49

Q35 Email address

Answered: 161 Skipped: 49

UNIVERSITY OF MINNESOTA

Twin Cities Campus

Hubert H. Humphrey School of Public Affairs

130 Hubert H. Humphrey Center
301-19th Avenue South
Minneapolis, MN 55455

www.hhh.umn.edu

July 11, 2018

Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

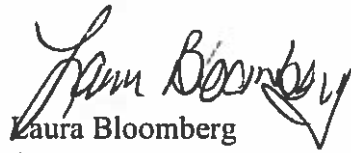
Metropolitan Council Regional Solicitation Evaluation Team:

The University of Minnesota's Humphrey School of Public Affairs is pleased to support Dr. Yingling Fan with her application to the Transit and Travel Demand Management (TDM) program.

The Humphrey School will provide in-kind matching funds in the amount of \$25,000 over the 18 month duration of the grant. The matching funds will be provided through

- 5% of Yingling Fan's time during the FY 2019-2020 academic year and 10% of her time during Fall semester FY 2020- 2021.

Sincerely,



Laura Bloomberg

Dean

Humphrey School of Public Affairs

UNIVERSITY OF MINNESOTA

Twin Cities Campus

Sponsored Projects Administration

450 McNamara Alumni Center
200 Oak Street S.E.
Minneapolis, MN 55455

Office: 612-624-5599
Fax: 612-624-4843

July 12, 2018

Metropolitan Council

RE: *Project Entitled: Parking FlexPass at ABC Ramps: Integrating Parking and Transit Options for Sustainable Mobility*
UM PI: Yingling Fan
DUNS Number: 55 591 7996 / EIN: 416607513

Dear Sir or Madam:

A proposal for the above referenced project is hereby submitted on behalf Yingling Fan, Associate Professor, Regional Planning, Hubert H Humphrey School of Public Affairs, for the period September 1, 2019 through February 28, 2021, in the amount of \$500,000.

This proposal has been administratively approved on behalf of the Regents of the University of Minnesota. Questions concerning programmatic aspects of the project should be directed to the Principal Investigator(s). Those having to do with contract and budgetary matters should be directed to Patricia (Pat) Jondahl at 612-626-2244 / jonda001@umn.edu, in the Office of Sponsored Projects Administration.

Sincerely,



Kevin McKoskey, Director
Sponsored Projects Administration

Enclosures

cc: Yingling Fan, Principal Investigator, HHH School of Public Affairs
Elaine Pioske, Grants Coordinator, HHH School of Public Affairs



Elaine Koutsoukos, Transportation Coordinator
Transportation Advisory Board
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

July 9, 2018

Dear Ms. Koutsoukos:

I am writing this letter to express our support for the Metropolitan Council Regional Solicitation grant request to fund the "Parking FlexPass at ABC Ramps: Integrating Parking and Transit Options for Sustainable Mobility" project.

This project is a result of study findings from the ABC Ramps Transportation Options Program Plan. Over several months, MnDOT, the City of Minneapolis, the University of Minnesota Humphrey School of Public Affairs, Move Minneapolis, and other stakeholders gathered to find ways to improve parking space utilization, update multi-modal programs, and promote HOV travel behaviors (i.e. transit, carpooling, biking.) The Parking FlexPass at ABC Ramps project is an innovative program idea to leverage existing transportation infrastructure and systems to address our region's mobility challenges. To reduce Single Occupancy Vehicle (SOV) usage in downtown Minneapolis, this project proposes to create a program with broad organizational support that engages SOV parking contract holders of the ABC Parking Ramps in a payment program that encourages using transit some of the time.

Development of the Parking FlexPass at ABC Ramps will greatly benefit commuters and I am writing to express our support.

MnDOT owns the ABC Ramps and is committed to operating and maintaining the facilities as long as they serve a transportation purpose. MnDOT will supply the full local match for this project at \$100,000.

Please give this Regional Solicitation grant proposal your full attention. If you have further questions please contact Lisa Austin, MnDOT ABC Ramps Coordinator lisa.austin@state.mn.us. 651-366-4193.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Charles A. Zelle'.

Charles A. Zelle, Commissioner
Minnesota Department of Transportation

Equal Opportunity Employer

Population/Employment Summary

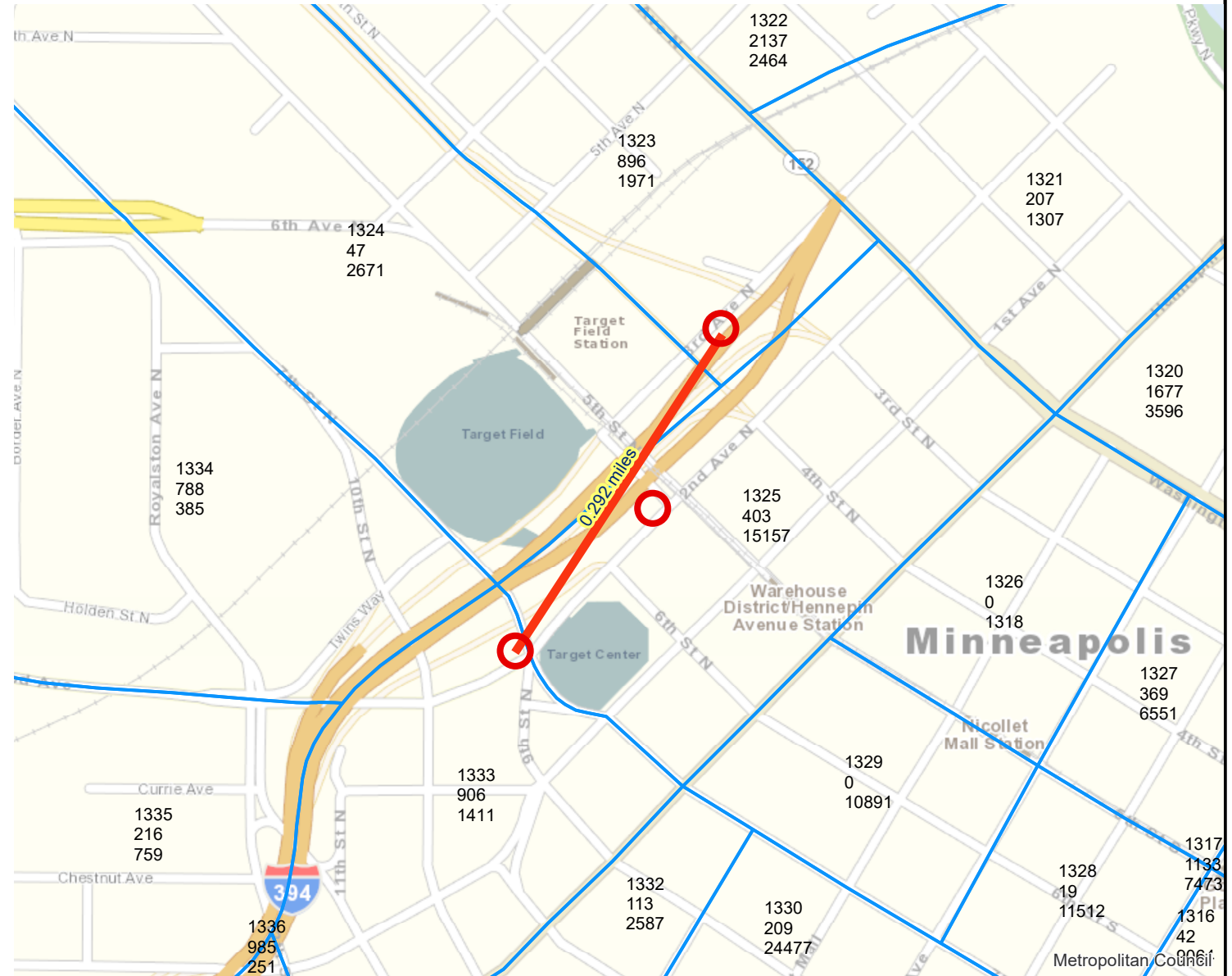
Results

Within QTR Mile of project:
 Total Population: 5922
 Total Employment: 65398
 Postsecondary Students: 945

Within HALF Mile of project:
 Total Population: 17528
 Total Employment: 99021
 Postsecondary Students: 1151

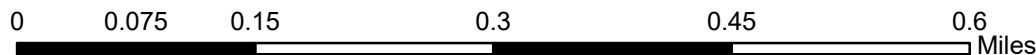
Within ONE Mile of project:
 Total Population: 50702
 Total Employment: 147514

Transit System Modernization Project: ABC Ramps Flexible Transportation Program | Map ID: 1529513110554



Project Points 2010 TAZ

Project



Created: 6/20/2018
 LandscapeRSA4



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



Parking FlexPass at ABC Ramps: Integrating Parking and Transit Options for Sustainable Mobility

The Parking FlexPass at ABC Ramps project is an innovative way to leverage existing transportation infrastructure and systems to address our region's mobility challenges by changing travel behavior with flexible purchase options for ABC Ramp parking contract holders.

To reduce Single Occupancy Vehicle (SOV) travel to downtown Minneapolis, this project will build a program with broad organizational support that allows commuters to have more commute mode flexibility. Currently many employers offer benefits for either parking or transit. Many commuters express a desire to have more flexibility than is currently offered – to drive some days and use transit other days.

This project will create a product that that employers can include in their benefits packages that allows commuters to have a guaranteed parking space on days they need to drive and use transit on other days. The product could provide other benefits such as access to car share, bike share, carpooling and more. The plan for Parking FlexPass at ABC Ramps was created over several months in 2018 by MnDOT, the City of Minneapolis, the University of Minnesota, Move Minneapolis, and other stakeholders.

The funding for the Parking FlexPass at ABC Ramps project will be used to:

1. Complete Systems Integration and Software Development

Integrate systems that allows the cost that commuters pay each month to be used for both parking and transit These systems include but are not limited to parking revenue control systems, Metro Transit and pre-tax employer benefits. This project is unique from previous efforts to encourage SOV parkers to use transit in that it will partner with employer benefit administrators (like Wage Works) to offer the program to employees through their employer's pre-tax benefit packages. The project team will also promote the program directly to commuters with parking contracts.

2. Develop product pricing

The ABC Ramps Transportation Program will work to find price purchase levels that fall between SOV parking contracts on the high end and a monthly transit pass on the low end.

3. Marketing and outreach

The new product will need extensive marketing and outreach effort to reach employers and commuters. Employers will need to learn about it so they can add it their benefits packages. There will likely be a contract with the Downtown Minneapolis TMO, Move Minneapolis, to help support this effort.

4. Conduct performance measures to measure impact on travel behavior

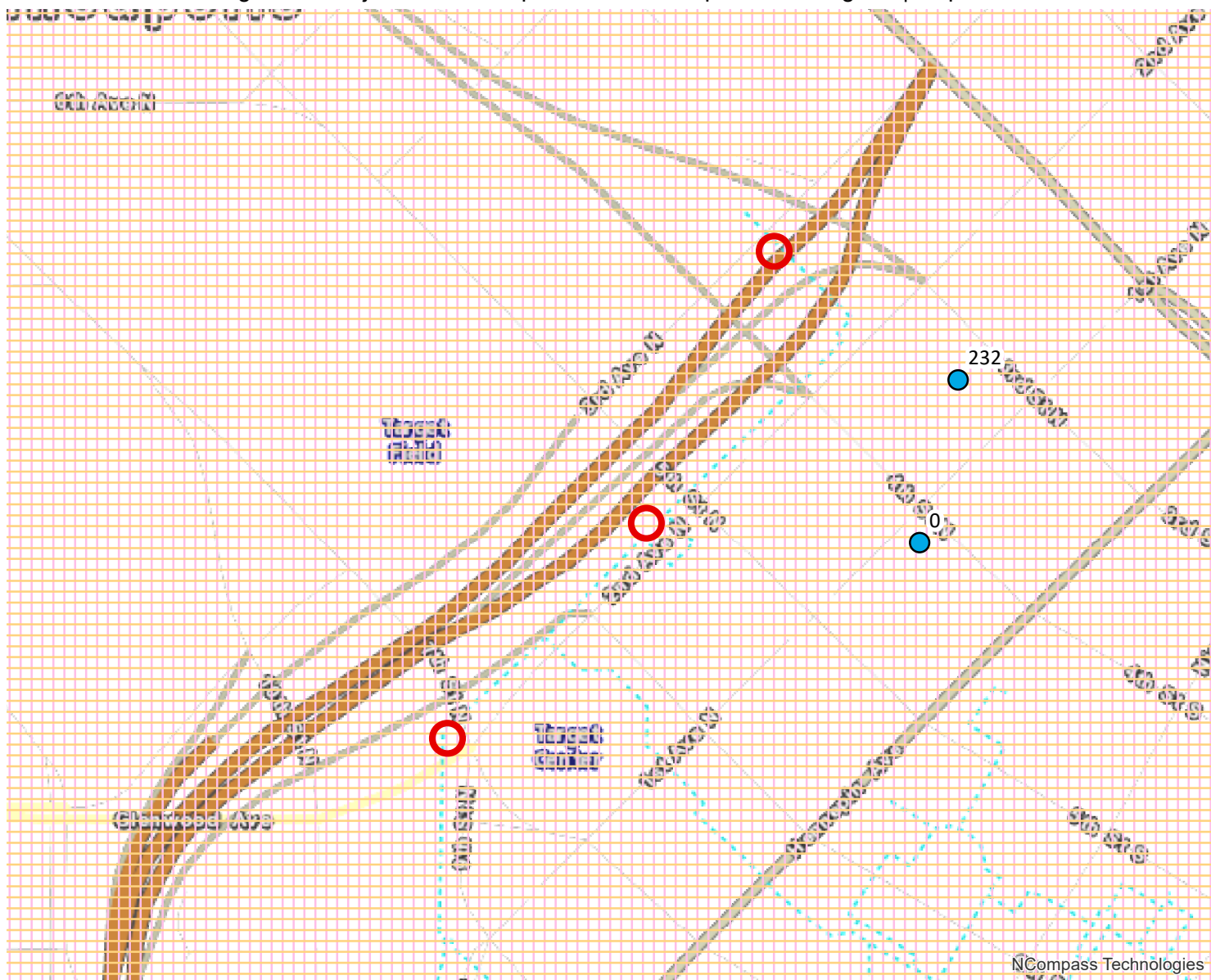
The University of Minnesota will be responsible for collecting travel behavior change. This may be done using the Daynamica App or other means. If the app is selected a sub-set of participants would be offered incentives to carry a mobile phone that tracks their travel behavior for a short sample period.

Regional Economy

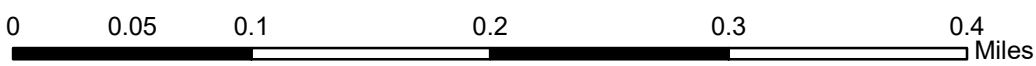
Results

WITHIN ONE MI of project:
Postsecondary Students: 11157

Totals by City:
Minneapolis
Population: 50702
Employment: 174597
Mfg and Dist Employment: 8884



- Project Points
- Postsecondary Education Centers
- Manufacturing/Distribution Centers
- Job Concentration Centers



Created: 6/20/2018
LandscapeRSA5



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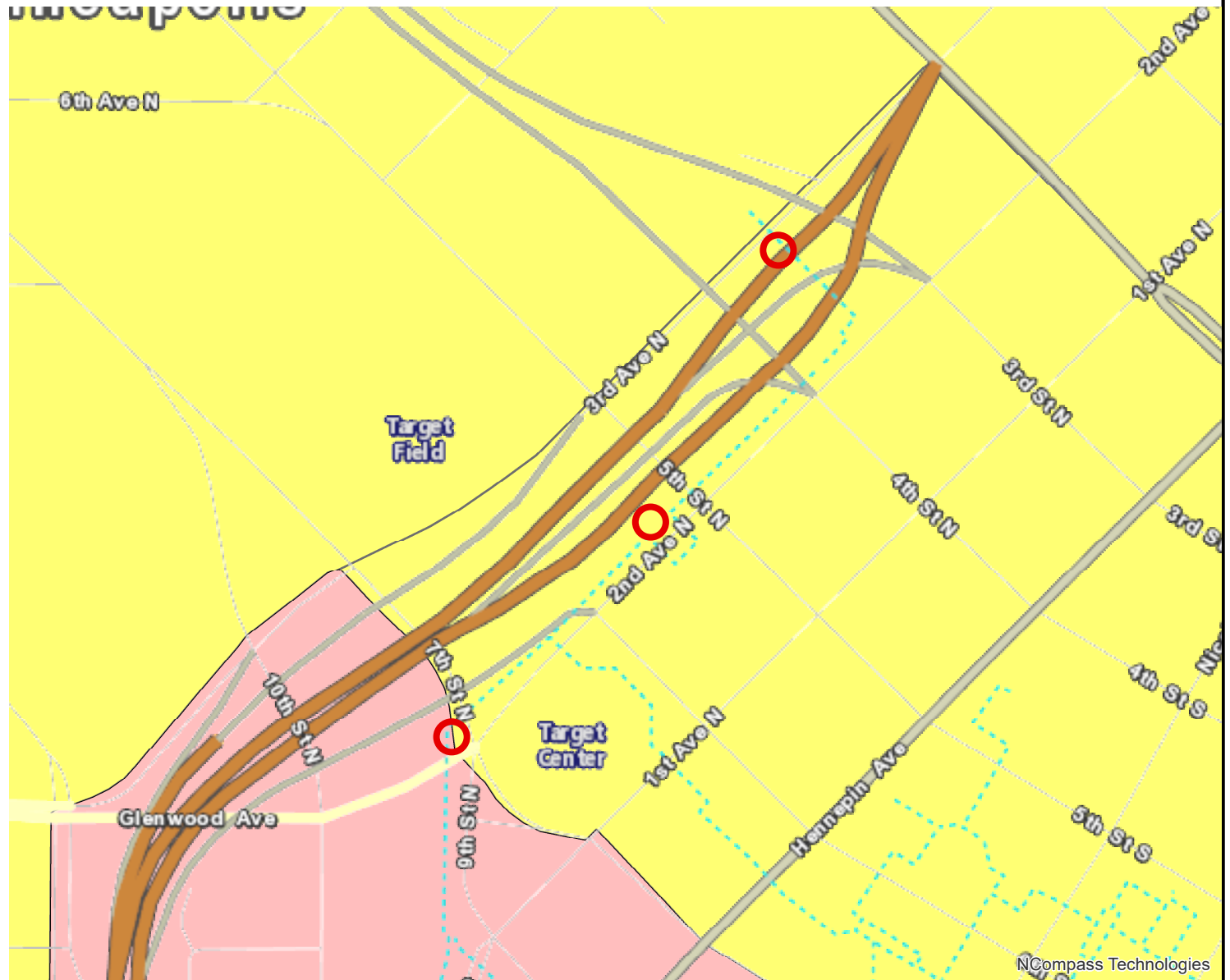


Compass Technologies


Socio-Economic Conditions

Results

Project located IN
Area of Concentrated Poverty:
(0 to 24 Points)

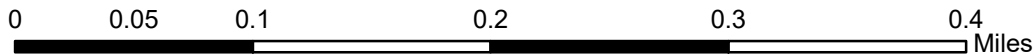


 Project Points

 Area of Concentrated Poverty

 Area of Concentrated Poverty > 50% residents of color

 Above reg'l avg conc of race/poverty



Created: 6/20/2018
LandscapeRSA2



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



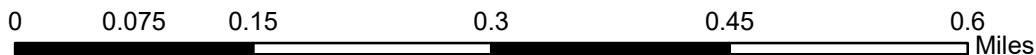
Transit Connections



Results

Transit with a Direct Connection to project:
 134 14 19 20 22 3 355 365 375 39 4
 452 5 61 643 663 679 695 721 724 755 758
 760 761 762 763 764 765 766 767 768 780 781
 782 783 785 789 850 852 854 865 887 888 9
 901 902 94
 *Chicago-Fremont
 *West Broadway
 *C Line
 *indicates Planned Alignments

Project Points	Transitway Stations	Planned Transitway Stations	Transitway	Planned Transitway Alignments	Arterial BRT
Project	Northstar Line	C Line	Blue / Green Line	Orange Line	
Active Stop	Blue/Green Line	Green Line Extension	Northstar Line	Blue Line Extension	
	Transit Routes			Green Line Extension	



Created: 6/20/2018
LandscapeRSA3



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