



Application

10357 - 2018 Travel Demand Management (TDM)

11030 - Shared Mobility Integration for the Metro Transit Mobile App

Regional Solicitation - Transit and TDM Projects

Status: Submitted
Submitted Date: 07/12/2018 3:52 PM

Primary Contact

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Salutation First Name Middle Name Last Name

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560 6th Ave N

***:** Minneapolis Minnesota 55411
City State/Province Postal Code/Zip

Phone:* 612-349-7104
Phone Ext.

Fax:

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

Organization Information

Name: Metro Transit

Jurisdictional Agency (if different):

Organization Type: Metropolitan Council
Organization Website:
Address: 560 Sixth Avenue North

* **City:** Minneapolis **State/Province:** Minnesota **Postal Code/Zip:** 55411
County: Hennepin
Phone:* 651-602-1000 **Ext.:**
Fax:
PeopleSoft Vendor Number: METROTRANSIT

Project Information

Project Name: Shared Mobility Integration for the Metro Transit Mobile App
Primary County where the Project is Located: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington
Cities or Townships where the Project is Located: Minneapolis/St. Paul and the surrounding areas.
Jurisdictional Agency (If Different than the Applicant):

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

The Metro Transit app will serve as a platform to link compatible modes of transportation, including bike share, with transit. With transit services as the backbone, the app can help in reducing personal vehicle usage by giving users the ability to access other shared modes of transportation. This includes things like bike share, ride hailing services, car sharing and more. By linking things in a way showing modes and options next to each other gives users non-personal vehicle travel options so they can feel confident they can get where the need to go. Additionally, if the customer is able to pay for those modes through a single app, that allows them to have a simpler process and makes it more likely they will keep coming back to the app for transportation needs. Positioning the app as a transportation hub for all modes that encourage less reliance on personal vehicles makes living a car free, car light or reduced car lifestyle easier and simpler. The results of that are reduced congestion on roads, fewer cars needing parking spots and decreased emissions.

(Limit 2,800 characters; approximately 400 words)

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

CMAQ

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

\$300,000.00

Match Amount

\$400,000.00

Minimum of 20% of project total

Project Total

\$700,000.00

Match Percentage

57.14%

Minimum of 20%

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

Source of Match Funds

Met Council local funds

A minimum of 20% of the total project cost must come from non-federal sources; additional match funds over the 20% minimum can come from other federal sources

Preferred Program Year

Select one: 2020

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

Additional Program Years: 2019, 2020, 2021

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

Project Information-Transit and TDM

County, City, or Lead Agency Metro Transit

Zip Code where Majority of Work is Being Performed 55411

Total Transit Stops

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

From:
(Intersection or Address)

To:
(Intersection or Address)

DO NOT INCLUDE LEGAL DESCRIPTION

Or At:
(Intersection or Address)

Name of Park and Ride or Transit Station:

e.g., MAPLE GROVE TRANSIT STATION

(Approximate) Begin Construction Date

(Approximate) End Construction Date

Primary Types of Work

Examples: GRADE, AGG BASE, BIT BASE, BIT SURF, SIDEWALK, CURB AND GUTTER, STORM SEWER, SIGNALS, LIGHTING, GUARDRAIL, BIKE PATH, PED RAMPS, PARK AND RIDE, ETC.

Requirements - All Projects

All Projects

1. The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2040 Transportation Policy Plan (2015), the 2040 Regional Parks Policy Plan (2015), and the 2040 Water Resources Policy Plan (2015).

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

2. The project must be consistent with the 2040 Transportation Policy Plan. Reference the 2040 Transportation Plan goals, objectives, and strategies that relate to the project.

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

Goals: Access to destinations, Competitive Economy, Healthy Environment, Leveraging Transportation Investments to Guide Land Use (p. 4-5)

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

List the applicable documents and pages:

2040 TPP, Metro Transit Towards 2020, Twin Cities Shared Mobility Action Plan

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.

06/01/2018

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.

Yes

06/01/2018

Date process started

06/30/2019

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.

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

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

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

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

12. The project must represent a permanent improvement with independent utility. The term independent utility means the project provides benefits described in the application by itself and does not depend on any construction elements of the project being funded from other sources outside the regional solicitation, excluding the required non-federal match. Projects that include traffic management or transit operating funds as part of a construction project are exempt from this policy.

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

13. The project must not be a temporary construction project. A temporary construction project is defined as work that must be replaced within five years and is ineligible for funding. The project must also not be staged construction where the project will be replaced as part of future stages. Staged construction is eligible for funding as long as future stages build on, rather than replace, previous work.

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

14. The project applicant must send written notification regarding the proposed project to all affected state and local units of government prior to submitting the application.

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

Requirements - Transit and TDM Projects

For Transit Expansion Projects Only

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

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

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

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

Transit Expansion and Transit Modernization projects only:

3. The project is not eligible for either capital or operating funds if the corresponding capital or operating costs have been funded in a previous solicitation. However, Transit Modernization projects are eligible to apply in multiple solicitations if new project elements are being added with each application. Each transit application must show independent utility and the points awarded in the application should only account for the improvements listed in the application.

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

4. The applicant must affirm that they are able to implement a Federal Transit Administration (FTA) funded project in accordance with the grant application, Master Agreement, and all applicable laws and regulations, using sound management practices. Furthermore, the applicant must certify that they have the technical capacity to carry out the proposed project and manage FTA grants in accordance with the grant agreement, sub recipient grant agreement (if applicable), and with all applicable laws. The applicant must certify that they have adequate staffing levels, staff training and experience, documented procedures, ability to submit required reports correctly and on time, ability to maintain project equipment, and ability to comply with FTA and grantee requirements.

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

Travel Demand Management projects only:

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

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

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

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

Specific Roadway Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Mobilization (approx. 5% of total cost)	\$0.00
Removals (approx. 5% of total cost)	\$0.00
Roadway (grading, borrow, etc.)	\$0.00
Roadway (aggregates and paving)	\$0.00
Subgrade Correction (muck)	\$0.00
Storm Sewer	\$0.00
Ponds	\$0.00
Concrete Items (curb & gutter, sidewalks, median barriers)	\$0.00
Traffic Control	\$0.00
Striping	\$0.00
Signing	\$0.00
Lighting	\$0.00
Turf - Erosion & Landscaping	\$0.00
Bridge	\$0.00
Retaining Walls	\$0.00
Noise Wall (not calculated in cost effectiveness measure)	\$0.00
Traffic Signals	\$0.00
Wetland Mitigation	\$0.00
Other Natural and Cultural Resource Protection	\$0.00
RR Crossing	\$0.00
Roadway Contingencies	\$0.00
Other Roadway Elements	\$0.00
Totals	\$0.00

Specific Bicycle and Pedestrian Elements

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

Specific Transit and TDM Elements

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

Transit Operating Costs

Number of Platform hours	0
Cost Per Platform hour (full loaded Cost)	\$0.00
Subtotal	\$0.00

Other Costs - Administration, Overhead,etc. \$0.00

Totals

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

Measure A: Project's Use of Existing Infrastructure

Response:

This tool will take the existing Metro Transit app and expand its capabilities to other modes of transportation. The app already serves as a vital access point to the Twin Cities transit system (including Metro Transit and suburban providers) and meets the growing payment demands of Millennial riders as well as a growing general consumer preference for pay as you go services. Using this app as a hub for shared mobility options like bike share, ride hailing, car share and other modes will allow transit to be the backbone of an integrated system of tools allowing for decreased dependency on personal vehicles. Metro Transit already has the base for this with the app and a payment gateway. Development would need to be for integrating new streams of data and building software that facilitates payment on modes of transportation other than Metro Transit. This would also help to establish Metro Transit as a hub for transportation, not just an agency that provides rides on buses and trains. These other modes could help with first mile and last mile connections and reduce traffic, parking needs and the ills that follow those things.

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users 64000

As of June 11, 2018, we have approximately 9,000 tickets used on the mobile app on an average weekday. Based on estimates of those who use the app for non-ticket related items (trip planning info, customer information, transit fare card management, etc.) we estimate nearly 3,000 additional users per day on the app. In an average month, based on Google Analytics, we have approximately 85,000 unique users for the app.

By the time this funding would be available, with current growth trends, approximately 15% per month we would expect to see 64,000+ users per day using the app (current usage at 15% growth over 1 year). Each user would be able to be exposed to new modes of transportation to help them reduce dependency on personal vehicles. Additionally, this new feature connecting users to bikeshare, ride hailing and other modes could attract many more users than the conservative estimate of 64,000 users per average weekday.

Response:

As for those who it would affect, this stands to have an important impact on the region. As more and more young people enter the workforce, they will demand mobile phone based solutions to nearly everything, but especially transportation. Additionally, there will be a greater need to have more than just a single mode, transit, be presented to them. Customers are already using multiple modes to get around, including shared use modes such as Uber, Lyft, Nice Ride and more. By providing a tool that links these tools with transit, this app will help people move closer to or even move fully into car-free or care-light lives. This will also be a huge help with helping people make first mile/last mile connections to home and jobs. All of this will help expand access and improve usage of sustainable and beneficial modes of transit. This in turn will help reduce congestion by eliminating need

for a personal vehicle, expand access to jobs where there is a gap between transit service end of the line and the job site, and provide options for all people.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Location and Impact to Disadvantaged Populations

Smartphones are no longer a luxury item, but a vital tool for the modern world. So much so that low income people often prioritize smart phones over many other things in their lives, including personal vehicles. This is especially important as low income individuals and people of color have smart phones in increasing numbers. According to a 2015 study by Pew, Black and Hispanic cell phone users were more likely to have smartphones than whites. Additionally, as you skew younger in those demographics, you see usage grow, regardless of ethnicity. These numbers have only grown since 2015.

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

The Metro Transit App is used by those throughout the region and covers areas of concentrated poverty and high non-white population levels, such as North Minneapolis and the East Side of St. Paul. As younger people of color enter the workforce, they will still be relying on their phones as primary tools for living, regardless of income. By improving the app experience and providing more tools, you can help those users maintain access to transportation even if their financial circumstances change.

Additionally, the Metro Transit app already has some provisions for assisting un-banked customers pay for transit. With the inclusion of PayPal as a payment method in addition to credit cards, users can add cash to their accounts at physical retail locations without the need for a bank account. Once again, the younger generation of riders may already have a PayPal account as that also allows them to make many online purchases with cash. As usage is expanded, Metro Transit is committed to exploring other ways for customers without bank accounts to pay with the mobile app.

Measure B: Affordable Housing

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Minneapolis	267839.0	100.0	0.67	66.641
St. Paul	43081.0	100.0	0.11	10.719
New Hope	19162.0	80.0	0.05	3.814
South St. Paul	3287.0	100.0	0.01	0.818
Brooklyn Center	19001.0	100.0	0.05	4.728
Brooklyn Park	26529.0	100.0	0.07	6.601
Roseville	23012.0	70.0	0.06	4.008
				97

Affordable Housing Scoring

Total Population	401911.0
Total Housing Score	97.33
Upload "Regional Economy" map	1531340256078_Map-Econ.pdf

Click on 'Edit' button on top right of page

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

The app affects all areas of transit service in the 7 county metro area. All roads, including major arteries like 35W/E and 94 that lead to the downtowns and heart of the metro region suffer major congestion. By providing tools that assist in reducing car usage, congestion can be improved. An app that shows options beyond just transit can facilitate car-free and car-light living. This also affects high traffic roadways within cities, not just on highways. Places like Hennepin Ave in Uptown, University Ave throughout both cities and heavily congested streets in Minneapolis and St. Paul could see relief as more people are able to avoid taking their own vehicles for trips.

Response:

This app can be used for commuting or non-commute trips by providing flexibility of modes of travel when transit schedules don't line up with when a user needs to leave work (long day, missed bus, off hours appointments) or facilitating on demand car pooling with features like Lyft Line and similar shared ride hailing services. For things like sporting events, especially when they fall during rush hour, you could see extra benefits as attendees see less need to take an SOV trip through the most congested corridors. Basically, any time there is the need for an SOV trip, a customer could be presented with many options. While transit is the backbone to any city's network and is a great option many times, it is not the only option and is not always the best option. By providing the users with all their non-SOV options in one place you can keep them out of their cars, off the roads and reduce those SOV trips and assist with congestion mitigation.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:

6400

Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	77440.0
CO Reduced	185081.6
NOx Reduced	12390.4
CO2e Reduced	2.8389504E7
PM2.5 Reduced	387.2
VOCs Reduced	2323.2

Response:

Using the previous numbers in the application estimating 64,000+ daily users of the app and estimating 5% of that in new users drawn in by the shared mobility features, each traveling too and from work for a commute, you could see 6,400 trips reduced per day by the inclusion of the shared mobility features.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

This project will expand on the popular Metro Transit app and offer services to those who already use the app as well as those that follow. Since its launch in November 2016, the Metro Transit app has been downloaded more than 200,000 times. That means there is a huge audience that can be exposed to multi-modal travel if the feature is included in the app. While these services will exist without inclusion on the app, the innovative feature here is putting them under one transportation umbrella app. Someone who may not have considered downloading, say, the Nice Ride app, may decide to give it a try if it is already included in the Metro Transit app. Beyond exposure, the real area for the game changing, innovative experience is in payment.

Response:

By integrating payment into one app, customers get a more seamless transportation experience. Rather than switching between apps, customers stay in the Metro Transit app and would be presented with transportation options and choose one based on their preferences. Without leaving the app, they can book/pay for their trip from a single payment tool. This gives customers less to manage and keeps them coming back to the Metro Transit app. Otherwise, without seeing these items together in a single place, they may default to a single app and not see that a particular trip is better on transit or some other mode. This of course doesn't favor transit over other modes, it is just to say that when a customer is in the Lyft app, for example, they have no idea if Nice Ride or Metro Transit or some other mode is a cheaper, faster or better option for them.

While there are other travel aggregators in the market, like Transit App, what Metro Transit can offer that no private company can is a neutrality. Current travel aggregators are profit driven while Metro Transit is only interested in getting users

around in the most efficient and best way possible. Being a neutral, non profit oriented broker allows for greater inclusion of providers. Additionally, private aggregators make their money off referral fees. For example, if someone books a Nice Ride trip via the Transit App, Nice ride pays a fee to them. Metro Transit would not need to do this, which would be particularly helpful to smaller local providers like HOURCAR.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Response:

Metro Transit already has an app supported by a vendor. The development work could be easily handled by them (pending procurement approval as needed) or by one of the many transit/transportation/shared use vendors in the market should working with the current vendor not be preferred or possible. There is also a dedicated Information Services staff to handle technical issues with data feeds and web services that originate from Metro Transit and the Met Council.

(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:

Metro Transit is committed to maintaining an app for the foreseeable future, as it is now a customer expectation that this tool be offered. While this specific development is contingent on the grant funds, once that work is completed, ongoing operating costs, maintenance and development of additional features would be covered by Metro Transit.

(Limit 2,800 characters; approximately 400 words)

Measure A: Cost Effectiveness

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

Other Attachments

File Name	Description	File Size
Budget.pdf	Budget for development work	306 KB
Map-Econ.pdf	Economy Map	4.8 MB
Map-Socio.pdf	Social Economic Map	4.9 MB
NRM Support for Metro Transit Application.pdf	Letter of support from Nice Ride MN in favor of adding shared mobility services to the app.	130 KB
Project Summary.pdf	Project summary	179 KB

Population: 2673
 Employment: 202
Regional Economy

Inver Grove Heights
 Population: 25673
 Employment: 4856
 Mfg and Dist Employment: 787

Lake Elmo
 Population: 4949
 Employment: 2078
 Mfg and Dist Employment: 89

Little Canada
 Population: 9855
 Employment: 7249
 Mfg and Dist Employment: 1463

Mahtomedi
 Population: 7317
 Employment: 2837
 Mfg and Dist Employment: 1179

Maple Grove
 Population: 21290
 Employment: 7686
 Mfg and Dist Employment: 1039

Maplewood
 Population: 15652
 Employment: 10760
 Mfg and Dist Employment: 644

May Twp.
 Population: 155
 Employment: 2
 Mfg and Dist Employment: 0

Mendota Heights
 Population: 6106
 Employment: 10087
 Mfg and Dist Employment: 2917

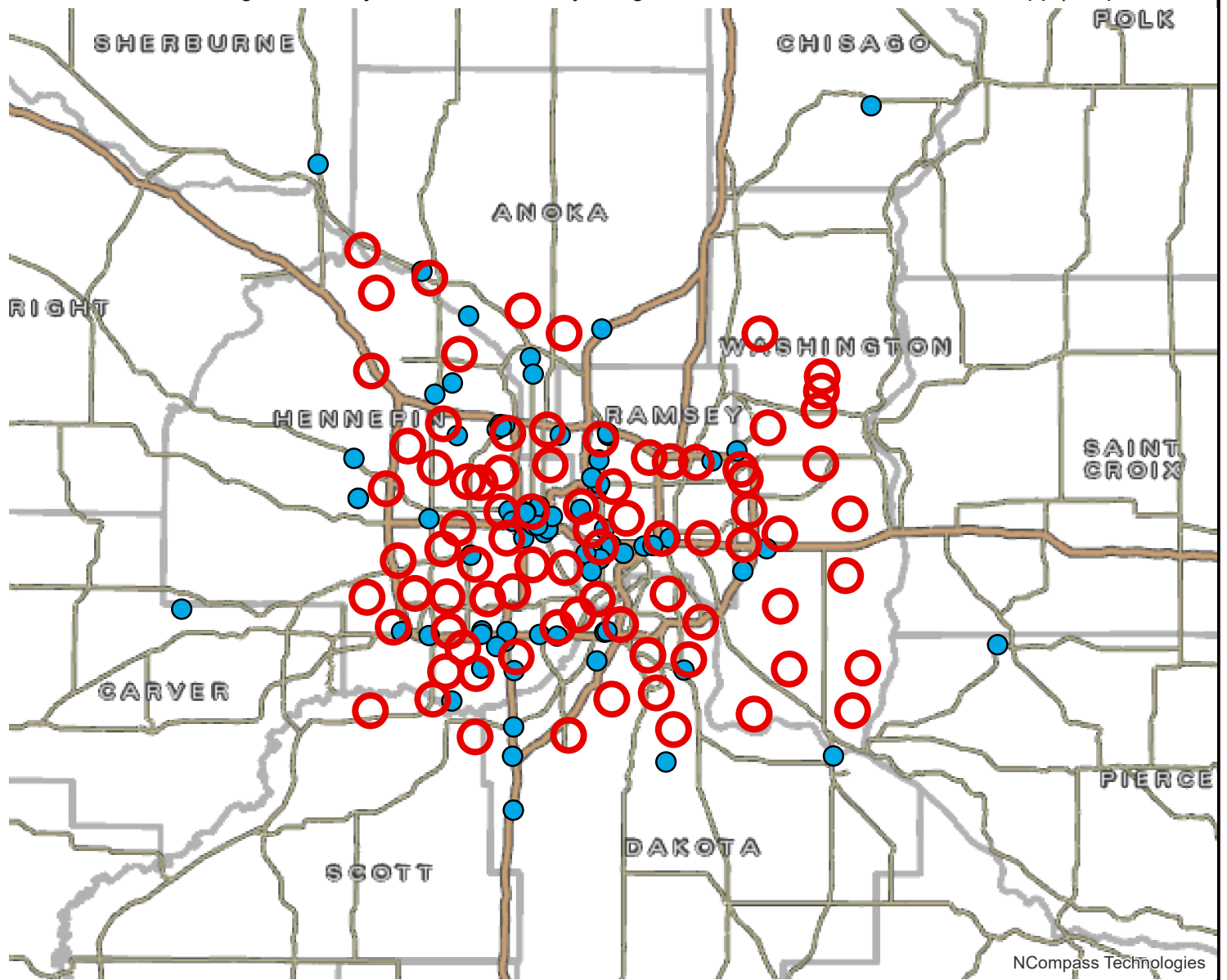
Minneapolis
 Population: 267839
 Employment: 250160
 Mfg and Dist Employment: 17987

Minnetonka
 Population: 33910
 Employment: 26380
 Mfg and Dist Employment: 3807

New Brighton
 Population: 4785
 Employment: 4427
 Mfg and Dist Employment: 2018

New Hope
 Population: 19142
 Employment: 5081
 Mfg and Dist Employment: 1102

Newport
 Population: 912



Project Points

Postsecondary Education Centers

Created: 7/11/2018
 LandscapeRSA5



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



Shared Mobility Integration for the Metro Transit Mobile App Budget

Custom Development work for service and payment integration

\$300,000

Ongoing Support for services (including bringing on new service providers) for 2 years

\$100,000

TOTAL

\$400,000

Population: 2673
 Employment: 202
Regional Economy

Inver Grove Heights
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 Population: 6106
 Employment: 10087
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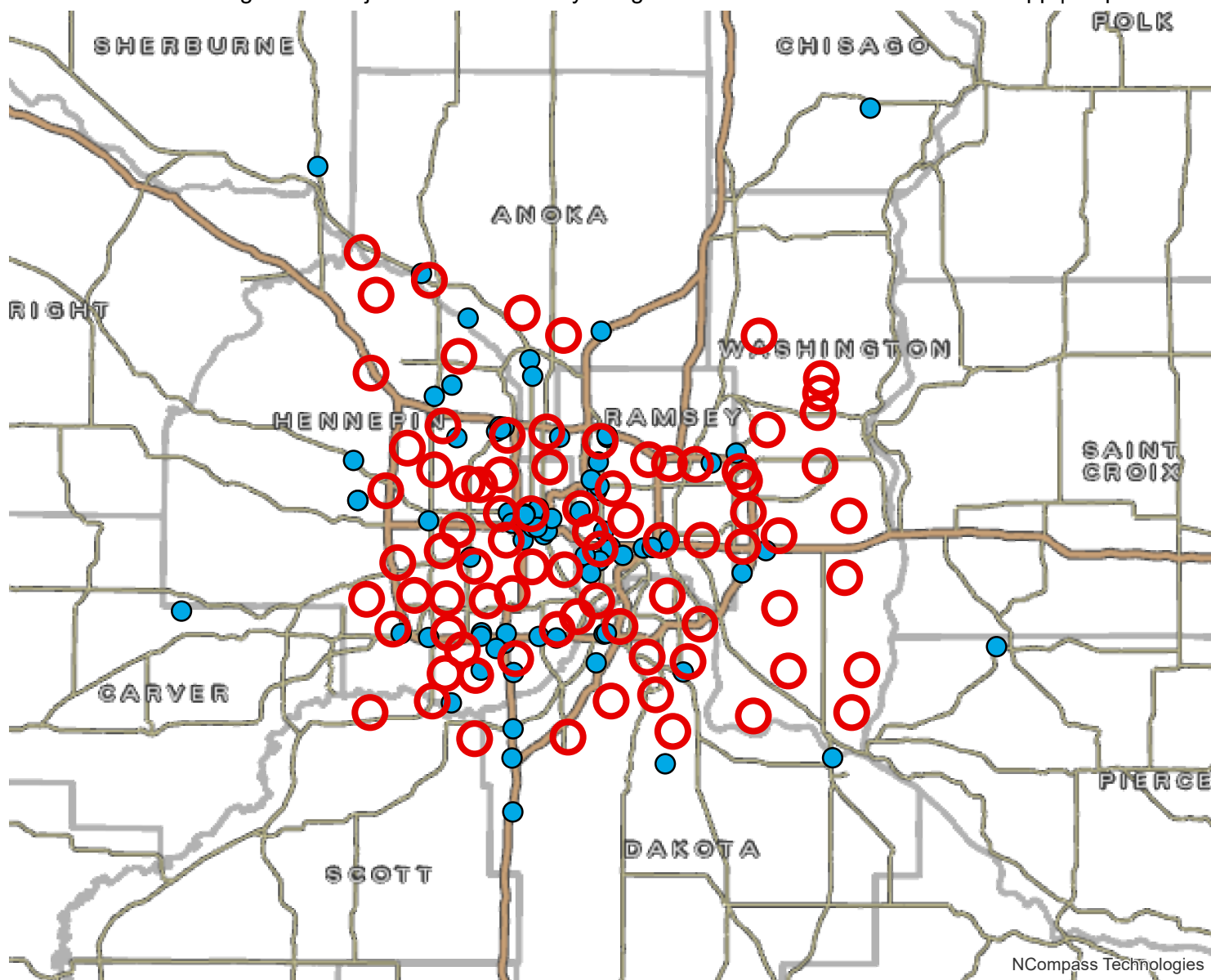
Minneapolis
 Population: 267839
 Employment: 250160
 Mfg and Dist Employment: 17987

Minnetonka
 Population: 33910
 Employment: 26380
 Mfg and Dist Employment: 3807

New Brighton
 Population: 4785
 Employment: 4427
 Mfg and Dist Employment: 2018

New Hope
 Population: 19142
 Employment: 5081
 Mfg and Dist Employment: 1102

Newport
 Population: 912



NCompass Technologies

Project Points
 Postsecondary Education Centers



Created: 7/11/2018
 LandscapeRSA5



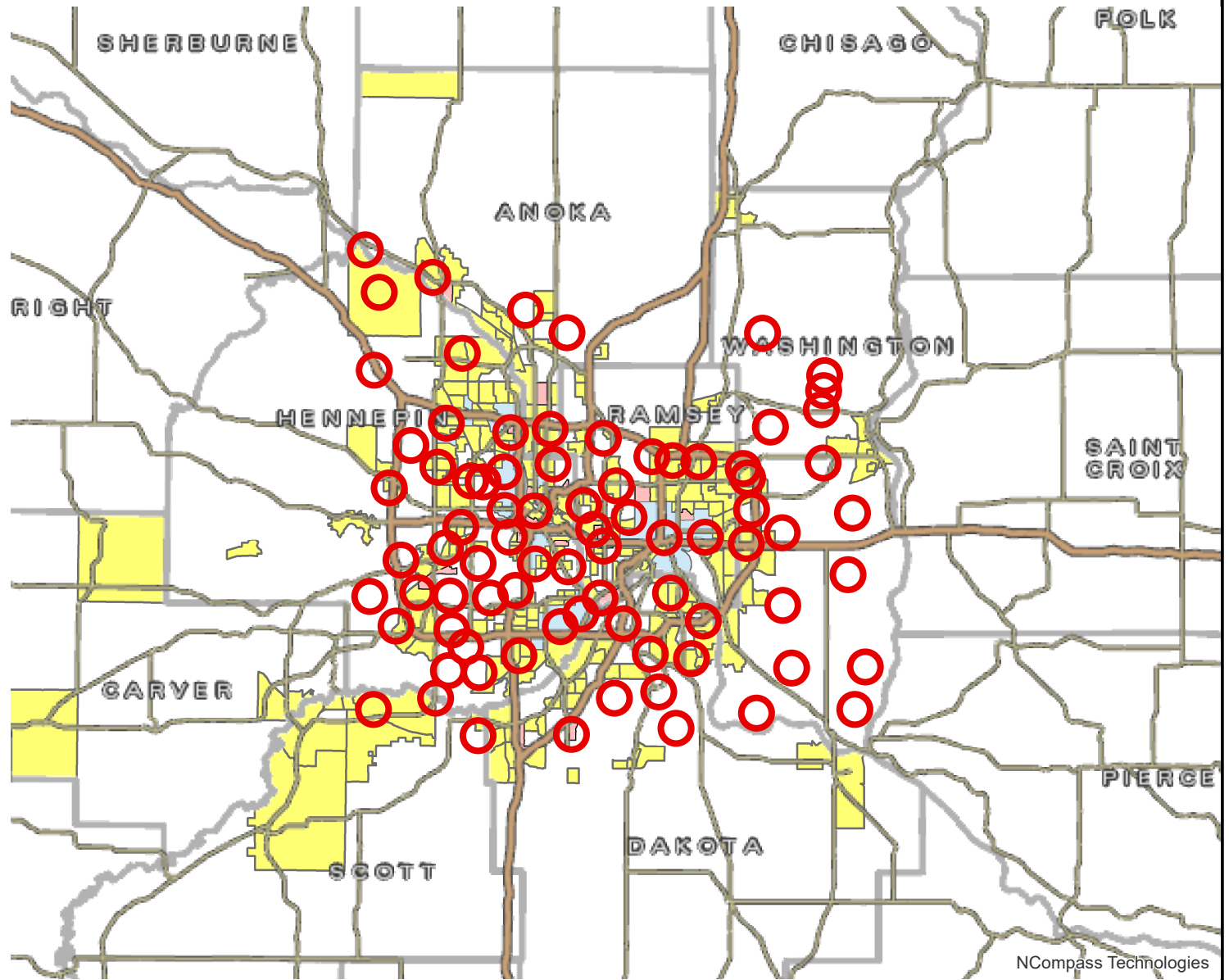
For complete disclaimer of accuracy, please visit
<http://giswebsite.metro.state.mn.us/gis/itenew/notice.aspx>







Socio-Economic Conditions

Results

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



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



Created: 7/11/2018
LandscapeRSA2



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





Elaine Koutsoukos
TAB Coordinator, Metropolitan Council

RE: Metro Transit application to Regional Solicitation

Dear Ms. Koutsoukos,

On behalf of the Board of Directors of Nice Ride Minnesota, I am writing to support the application of Metro Transit to the Regional Solicitation regarding enhancement of the Metro Transit App to integrate more private service providers.

As detailed in our own application, Nice Ride Minnesota believes that simple, multi-modal user interfaces are part of the critical path towards a world where shared-use mobility is viewed as just as easy as owning a personal car.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Bill Dossett', written over a light blue background.

Bill Dossett
Executive Director
Nice Ride Minnesota, a nonprofit mobility manager
612-747-4659

cc: Melissa Summers, Motivate Minnesota LLC



This project will expand on the popular Metro Transit app that launched in November 2016. Since launching, the Metro Transit app has been downloaded more than 200,000 times. In its current state the app is focused on helping people use and pay for transit service in the Twin Cities metro area. Its core features as of the end of this month are fare payment, trip planning tools and information, Go-To Card management, Text for Safety (a public safety texting service), Guaranteed Ride Home and Ride Matching. One can see that this app offers customers robust access to the tools they need to take a trip on Metro Transit. While it opens those doors, where it fails is when transit is not the best option for a user.

If transit doesn't work, a user must rely on another app if they are looking for a non-SOV way to travel. If they need to switch between many apps every time they want to take a trip, they may end up defaulting to SOV travel rather than sort through a half dozen apps to make a trip. If there was a tool in which customers could browse all their options and pay for whatever method of travel they chose, they will end up using a single app more often and see more options at once. This, in turn, can help them reduce reliance on personal vehicles and use sustainable, shared mobility options more often. Additionally, Metro Transit has a built-in payment mechanism that could handle all financial transactions from the customer side. This could help to reduce the needs to manage multiple payment accounts and potentially more layers of complication.

While there are other travel aggregators in the market, such as Transit App, what Metro Transit can offer that no private company can is a neutrality and lack of profit driven service. All current travel aggregators are profit driven and make their money off referral fees. For example, if someone books a Nice Ride trip via the Transit App, Nice Ride pays a fee to them. This increases costs to the provider and can be difficult to justify for smaller shared mobility solutions that are not backed by venture capital with deep pockets like many of the big-name players in shared mobility. This could also open doors for participation for small, local providers that don't have the ability to absorb the additional costs of being on one of more for-profit travel aggregator.

As Metro Transit already has the app, there already exists a base platform to build the above functionality into. The large start up costs of building the app from the ground up have already been incurred so all funding from this grant would go towards developing the technology that would support shared mobility integration and the technology to support it. Some the development work that would need to be done would be integrating shared mobility API (something that many already offer), adapting the current payment tool and back end to accommodate paying for multiple types of services, integrating trip planning tools that show all the modes available and developing any additional supporting software development needs.

For the first phase of shared mobility integration, it is proposed that Nice Ride be the first to be included. As a non-profit and supportive partner, they present the fewest technical challenges (they already have an advanced app) as well as a demonstrated willingness to work with Metro Transit on the goal of shared mobility integration (see attached letter of support). This would not rule out others by any means, but just shows that there is already at least one local shared mobility provider eager to be a part of an enhanced Metro Transit app. Others could and would be included as well as they were willing to sign one. Through many conversations with providers, as well as looking at industry trends, there is an eagerness to be part of transit apps from companies like Lyft, Uber, Car2Go and more throughout the US and the world and we expect incredible interest for their inclusion on the Metro Transit app.