Application

13873 - 2020 Travel Demand Management (TDM)

14400 - Comprehensive Mode Share Measurement

Regional Solicitation - Transit and TDM Projects

Status:	Submitted
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Primary Contact

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

Organization Information

Name:	Move Minneapolis
Jurisdictional Agency (if different):	

Organization Type:	In-State not for profit
Organization Website:	www.moveminneapolis.org
Address:	81 9th St S
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County:	Hennepin
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PeopleSoft Vendor Number	

Project Information

Project Name	Comprehensive Mode Share Measurement
Primary County where the Project is Located	Hennepin
Cities or Townships where the Project is Located:	Minneapolis
Jurisdictional Agency (If Different than the Applicant):	
Brief Project Description (Include location, road name/functional class, type of improvement, etc.)	Move Minneapolis in partnership with a technical advisory panel will develop a novel commute mode share measurement tool to include a full range of multimodal categories (shared modes, walking, biking, ebiking, scooting, on-demand microtransit, Metro Mobility, etc.), remote work impacts, equity considerations, and other key commuter attributes. The initial survey will reflect a fully representative sample of commuters in downtown Minneapolis but the tool will be designed to be expanded to study additional cities and regions.
(Limit 2,800 characters; approximately 400 words)	
TRANSPORTATION IMPROVEMENT PROGRAM (TIP) DESCRIPTION - will be used in TIP if the project is selected for funding. See MnDOT's TIP description guidance.	Activities to create a mode share measurement tool that includes novel and shared modes and remote work and to test and evaluate the tool by measuring commute mode share in the Minneapolis central business district.
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 $275,000.00

Match Amount $69,094.00

Minimum of 20% of project total

Project Total $344,094.00

For transit projects, the total cost for the application is total cost minus fare revenues.

Match Percentage 20.08%

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

Source of Match Funds University of MN, self-funding

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: 2022

Select 2022 or 2023 for TDM projects only. For all other applications, select 2024 or 2025.

Additional Program Years: 2023

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

For All Projects

Identify the Transit Market Areas that the project serves: I, II, III, IV, V

See the "Transit Connections" map generated at the beginning of the application process.

For Park-and-Ride and Transit Station Projects Only

County, City, or Lead Agency

Zip Code where Majority of Work is Being Performed

(Approximate) Begin Construction Date

(Approximate) End Construction Date

Name of Park and Ride or Transit Station:

e.g., MAPLE GROVE TRANSIT STATION

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)

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 (2018), the 2040 Regional Parks Policy Plan (2018), 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.

Briefly list the goals, objectives, strategies, and associated pages:

Goal C, p. 2.8: Access to Destinations:

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

- Objective: Increase transit ridership and the share of trips taken using transit, bicycling, and walking

- Objective: Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for underrepresented populations.

Strategy C4: Regional transportation partners will promote multimodal travel options and alternatives to single-occupant vehicle travel and highway congestion through a variety of travel demand management initiatives, with a focus on major job, activity, and industrial and manufacturing concentrations on congested highway corridors and corridors served by regional transit service.

Goal E, p. 2.12: Healthy Environment

- Objective: Reduce transportation-related air emissions

- Objective: Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles

Strategy E1: Regional transportation partners will plan and implement a transportation system that considers the needs of all potential users, including children, senior citizens, and persons with disabilities, and that promotes active lifestyles and cohesive communities. A special emphasis should be placed on promoting the environmental and health benefits of alternatives to single-occupancy vehicle travel.

Strategy E6, p. 2.13: Regional transportation partners will use a variety of communication methods and eliminate barriers to foster public engagement in transportation planning that will include special efforts to engage members of historically underrepresented communities, including communities of color, low-income

communities, and those with disabilities to ensure that their concerns and issues are considered in regional and local transportation decision making

Limit 2,800 characters; approximately 400 words

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:

City of Minneapolis 2040 Comprehensive Plan (Jan 1, 2020), p. 148

Page Encourage pedestrian activity, bicycling, and transit use Downtown, including promoting incentives to make transit more convenient for users traveling to, through and within Downtown, as well as improved pedestrian and bicycle infrastructure and amenities.

Manage the supply and design of parking downtown in a manner consistent with objectives for climate protection, pedestrian activity, bicycling, and transit users.

Ensure that streets serving freeway connections reflect the complete streets policy.

Support the education and implementation activities of the Downtown Transportation Management Organization (TMO).

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Prioritize equity considerations in transportation

programming as outlined in the 20 Year Street

Funding Plan and continue to refine plans as

necessary.

b. Provide equitable and ample access to walking,

bicycling, transit options, and a shared mobility

economy.

c. Develop ongoing measurements to track the effectiveness of the transportation system in contributing to equitable outcomes.

d. Increase connections to isolated areas of the city that were created by historic inequities.

e. Support strategies to improve mobility for seniors and those with mobility challenges.

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. Require creation and implemental of travel demand management strategies in new development such as facilities for bicycle commuters, transit passes, and market-priced parking.

b. Increase availability and attractiveness of public transportation and non-motorized modes, and continue to disincentivize driving and driving alone.

c. Support the education and outreach efforts of transportation management organizations focused on reducing single-occupancy vehicle trips.

d. Continue to evaluate and implement traffic

control

measures to minimize vehicle emissions.

e. Implement fees and incentives that encourage the

use of public transportation and zero-emissions

vehicles in an equitable manner.

f. Transition both public and private vehicle fleets

to zero-emissions technology where technology

allows.

g. Explore incentives and requirements for electric

vehicle charging infrastructure in new development

and in the public right-of-way.

h. Incorporate carbon-reduction design elements into

City infrastructure projects.

i. Enforce full compliance with the City?s idling

ordinance. Utilize technology to track and improve

compliance with the public fleet.

j. Incentivize shared mobility options and maximize vehicle occupancy, ensuring the City is able to

develop partnerships with public and private

companies through policy and fee structures to

support climate goals and equitable access to services.

Limit 2,800 characters, approximately 400 words

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 State Aid 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:** $500,000 to $7,000,000*
***Travel Demand Management (TDM):** $100,000 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 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 plan must be completed by the local agency before the Regional Solicitation application deadline. For the 2022 Regional Solicitation funding cycle, this requirement may include that the plan is updated within the past five years.

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

Date plan completed:

Link to plan:

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

Date self-evaluation completed:

Link to plan:

Upload plan or self-evaluation if there is no link.

Upload as PDF

(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.

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 to fund the service or facility project beyond the initial three-year funding period for transit operating funds if the applicant continues the project.

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:

Transit is the most important shared mobility option in the Twin Cities region. Starting in 2006 transit was joined by car sharing, bike and scooter sharing, ride hailing, on-demand microtransit and now a mass adoption of telework: a non-mobility option that nonetheless affects use of all other modes.

Each of these modes commands consumer share. How much, exactly, is unknown because we lack tools to measure it. This leaves a knowledge gap and reduces our ability to implement effective TDM strategies.

Other cities and regions measure commute mode share in their workforce-dense central business districts at established intervals, generally either once per year or once every two years. Findings help evaluate progress toward regional travel and commuter goals, establish mode share benchmarks, and implement TDM policies and programs to reduce peak congestion.

Move Minneapolis proposes to develop a comprehensive mode share measurement tool and data collection protocol. The tool will identify adoption of established and novel travel modes within a defined boundary, using downtown Minneapolis as a test geography.

Move Minneapolis will work with a technical advisory panel comprised of statisticians, data scientists, academics, market research experts, and others to vet strategies and recommend survey methodologies. Our organization convened such a group in 2019, including representatives from the Metropolitan Council, Metro Transit, MnDOT, the City of Minneapolis, the University of Minnesota, and others. We made progress toward the goal of identifying a successful data collection strategy, and many key group members have committed to continuing their involvement as we work toward an effective survey tool.

The Task Force and Move Minneapolis staff will be supported by Dr. Yingling Fan, professor at the University of Minnesota Humphrey School and a graduate research assistant.

The team will consider the viability of at least three options in gathering mode share data:

1) Combine and interpret travel information data from existing surveys and ?big data? tools such as the Travel Behavior Inventory, the Longitudinal Employer-Household Dynamics (LEHD) report, StreetLight and INRIX.

2) Create a market-research-based survey that effectively samples a subset of downtown commuters

3) Work with downtown employers to conduct voluntary employee commuter surveys

Once one or more of these options is determined to be viable, the team will design, test, and evaluate the survey tools. Total project length will be two years. Project element duration: Evaluation of data gathering options - approximately nine months; Survey/project design- six months; Active survey administration phase - six months; Data management, evaluation and final report-three months

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users	86594

Response:

In normal (non-pandemic) circumstances, approximately 60% of downtown workers drive to work and 40% use another mode. Using 216,486 downtown Minneapolis workers, the project will survey a statistically significant portion of downtown?s 86,594 non-driving commuters.

There are multiple participatory users the project, including shared mobility users (transit, microtransit, TransitLink, Metro Mobility, carpool and vanpools, bicycles, ride hail vehicles, shared scooters or bikes, etc.)

Recipients of direct and indirect benefits from the project include:

Met Council, Metro Transit and Transportation Management Organizations. Metro Transit?s service development teams and the four regional TMOs will use baseline and subsequent data to apply transportation demand management measures to reduce drive-alone commuting. Longitudinal data will provide a key picture of commute preferences over time, giving the TMOs an exceptionally clear performance report card and workplan evaluation aid.

Commuters - Greater knowledge of commute mode share helps modal operators improve customer service availability and accessibility.
Employers. Employers are critically interested in workforce mode choice because it impacts the overall success of their businesses. Whether or not transit or other shared modes serve their location affects employee accessibility, reliability, and retention. Employers who understand how their employees get to work and back are able to make facilities and benefits decisions to reduce business costs while reducing their employees? own commute-related financial outlays. This knowledge can be translated into, for instance, revised real

estate commitments, more flexible use of office space, and savings.

Residents - 49,781 people across the income spectrum call downtown Minneapolis home, according to the Minneapolis Downtown Council. Many downtown residents no doubt commute to their downtown employers on foot. Others are reverse commuting to suburban locations or to Saint Paul. By understanding how, where, and whether they commute, transportation planners and operators can provide service of the right type and at the right times to serve them.

Modal Operators - As discussed above, service planning is greatly enhanced with knowledge. Metro Transit and other operators will use downtown commute mode share data to harmonize resources, schedules and service.

Developers - Residential and commercial builders consider available modes and potential tenant preferences at all stages of development. They want to ensure that their future locations are served by the modes their target tenants want, and they want to meet only the minimum demand for parking because it is very expensive to include in projects and reduces tenant affordability.

(Limit 2,800 characters; approximately 400 words)

Measure A: Connection to disadvantaged populations and projects benefits, impacts, and mitigation

*1.**Sub-measure**: Equity Population Engagement: A successful project is one that is the result of active engagement of low-income populations, people of color, persons with disabilities, youth and the elderly. Engagement should occur prior to and during a projects development, with the intent to provide direct benefits to, or solve, an expressed transportation issue, while also limiting and mitigating any negative impacts. Describe and map the location of any low-income populations, people of color, disabled populations, youth or the elderly within a ½ mile of the proposed project. Describe how these specific populations were engaged and provided outreach to, whether through community planning efforts, project needs identification, or during the project development process. Describe what engagement methods and tools were used and how the input is reflected in the projects purpose and need and design. Elements of quality engagement include: outreach and engagement to specific communities and populations that are likely to be directly impacted by the project; techniques to reach out to populations traditionally not involved in community engagement related to transportation projects; feedback from these populations identifying potential positive and negative elements of the proposed project through engagement, study recommendations, or plans that provide feedback from populations that may be impacted by the proposed project. If relevant, describe how NEPA or Title VI regulations will guide engagement activities.*

The project will actively engage persons of color, low-income wage-earners, persons with disabilities, and employed youth and elders. These populations are important sectors within a downtown commute mode share measurement and are often missed due to language or other socioeconomic factors.

Response:

The project technical advisory panel will design the survey to reflect equity concerns and will reduce as many barriers to participation as possible so that affected populations are fully included. Considerations will cover: Where impacted individuals work (food service, hotel, security, other service industries), where they live, how they are safely and effectively included in the study (language barriers, accommodations for blind participants or participants with other disabilities, accommodations for undocumented participants, appropriate reading level considerations), and whether their travel habits are acknowledged (casual/intrafamilial car sharing/carpooling).

(Limit 2,800 characters; approximately 400 words)

*2.**Sub-measure**: Equity Population Benefits and Impacts: A successful project is one that has been designed to provide direct benefits to low-income populations, people of color, persons with disabilities, youth and the elderly. All projects must mitigate potential negative benefits as required under federal law. Projects that are designed to provide benefits go beyond the mitigation requirement to proactively provide transportation benefits and solve transportation issues experienced by Equity populations.*
a.Describe the projects benefits to low-income populations, people of color, children, people with disabilities, and the elderly. Benefits could relate to pedestrian and bicycle safety improvements; public health benefits; direct access improvements for residents or improved access to destinations such as jobs, school, health care or other; travel time improvements; gap closures; new transportation services or modal options, leveraging of other beneficial projects and investments; and/or community connection and cohesion improvements. Note that this is not an exhaustive list.

Response:

People of color, people with disabilities, teenagers and elders are all found among downtown?s low-wage workforce. Besides having jobs that do not pay well--in many cases paying far less than 50% Area Median Income--their remuneration lacks the generous commuter benefits packages so common among higher-income earners.
The mode share survey design will include questions about race, age, disability, employment status, wages, and benefits. By probing these questions the project can provide important background for employers and policymakers. Move Minneapolis will use this information in its conversations with employers, in employer consulting engagements, and in the best practices sections of its employer commute management handbook.

(Limit 2,800 characters; approximately 400 words)

b. Describe any negative impacts to low-income populations, people of color, children, people with disabilities, and the elderly created by the project, along with measures that will be taken to mitigate them. Negative impacts that are not adequately mitigated can result in a reduction in points.
Below is a list of negative impacts. Note that this is not an exhaustive list.
Increased difficulty in street crossing caused by increased roadway width, increased traffic speed, wider turning radii, or other elements that negatively impact pedestrian access.
Increased noise.
Decreased pedestrian access through sidewalk removal / narrowing, placement of barriers along the walking path, increase in auto-oriented curb cuts, etc.
Project elements that are detrimental to location-based air quality by increasing stop/start activity at intersections, creating vehicle idling areas, directing an increased number of vehicles to a particular point, etc.
Increased speed and/or cut-through traffic.
Removed or diminished safe bicycle access.
Inclusion of some other barrier to access to jobs and other destinations.
Displacement of residents and businesses.
Mitigation of temporary construction/implementation impacts such as dust; noise; reduced access for travelers and to businesses; disruption of utilities; and eliminated street crossings.
Other

Response:

No negative impacts.

(Limit 2,800 characters; approximately 400 words)

Select one:

*3.**Sub-measure: Bonus Points** Those projects that score at least 80% of the maximum total points available through sub-measures 1 and 2 will be awarded bonus points based on the geographic location of the project. These points will be assigned as follows, based on the highest-scoring geography the project contacts:*
a.25 points to projects within an Area of Concentrated Poverty with 50% or more people of color
b.20 points to projects within an Area of Concentrated Poverty
c.15 points to projects within census tracts with the percent of population in poverty or population of color above the regional average percent
d.10 points for all other areas

Project is located in an Area of Concentrated Poverty where 50% or more of residents are people of color (ACP50):	
Project located in Area of Concentrated Poverty:	Yes
Projects census tracts are above the regional average for population in poverty or population of color:	Yes
Project located in a census tract that is below the regional average for population in poverty or populations of color or includes children, people with disabilities, or the elderly:	Yes

(up to 40% of maximum score)

Upload the "Socio-Economic Conditions" map used for this measure. The second map created for sub measure A1 can be uploaded on the Other Attachments Form, or can be combined with the "Socio-Economic Conditions" map into a single PDF and uploaded here.

Upload Map	1589570525599_Map - Socioeconomic Conditions.pdf

Measure B: Part 1: Housing Performance Score

City/Township	Population in each city/township	Score	City Population/Total Population	Housing Score Multiplied by Population percent
Minneapolis	428483.0	100.0	1.0	100.0
				100

Housing Performance Score

Total Population	428483.0
Total Housing Score	100.0

Measure B: Housing Performance Score

Part 2: Afforable Housing Access

Reference Access to Affordable Housing Guidance located under Regional Solicitation Resources for information on how to respond to this measure and create the map.
If text box is not showing, click Edit or "Add" in top right of page.

This project will accurately reflect the transportation needs of downtown Minneapolis residents and residents of suburban/exurban workforce feeder communities who rely on subsidized and affordable housing. Methodology will be created to identify low-wage workers and to include their current commuting conditions, choices and preferences. The survey will consider transit service to home locations, availability of shared mobility services, bicycle infrastructure, and pedestrian facilities. Structural (access AND scheduling), affordability and safety conditions will be included.

We need to know how downtown residents are commuting in order to serve their home locations with shared and other non-SOV mobility options.

Response:

Following are notes regarding downtown Minneapolis housing affordability conditions:

The affordable housing situation across Minnesota is dire. Downtown Minneapolis produced 888 new affordable rental units between 2010 and 2018, more than any other Minneapolis neighborhood. Still, the demand for affordable dwellings far exceeds supply. This estimate was produced by Dougherty Mortgage, LLC and refers to new, permanent units with rent restrictions at 60% AMI or below, built by private or public

entities for general-occupancy/families, seniors, and targeted populations (e.g. long-term homeless, at-risk youth, persons with mental health

or chemical dependency challenges, persons with disabilities, and other supportive housing populations). (http://docs.doughertymarkets.com/attachitem/2018%20Affordable%20MVP%20Report%20sept.pdf)

The fact that production of affordable units is lagging is supported by a City of Minneapolis report, which notes that since 2000, the city has lost roughly 15,000 housing units that are considered affordable to 50% AMI households ($32k ? single person, $45k ? 4 person household) 49% of all Minneapolis households and especially households of color or indigenous households are housing cost- burdened (greater than 30% of income on housing). (www.minneapolismn.gov/www/groups/public/@cped/documents/webcontent/wcmsp-219928.pdf)

(Limit 2,100 characters; approximately 300 words)

Upload map:

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

Response:

Downtown Minneapolis is the epicenter of the regional economy. Workers commute into downtown from the entire metro region, western Wisconsin, exurban cities and even as far away as Rochester and Saint Cloud. The downtown area is served directly by I394, I94, and I35W and when those routes are congested, particularly during peak commuting hours the downtown workforce and economy is directly impacted. Even though our state and region are investing in lane miles and new HOV facilities, SOV reduction would have the most cost-effective and immediate effect on regional congestion related to downtown commuting.

By surveying and understanding downtown commuting this project will create effective TDM strategies that can be directed toward commuters from suburban and exurban origins. We will be able to convincingly sell the benefits of the new I35W Orange Line BRT from the south, the Green Line extension to Eden Prairie, and future improved services to other communities. In TDM behavior change efforts, knowledge is power.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	43298
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	523905.8
CO Reduced	1252134.862
NOx Reduced	83824.928
CO2e Reduced	1.9206386628E8
PM2.5 Reduced	2619.529
VOCs Reduced	15717.174

VMT reduction for the project is predicted to be 523,905.

The Minneapolis Downtown Council estimates that 216,486 people commute downtown each workday. If we accept that approximately 40% of these workers currently commute via transit or other non-SOV modes, we calculate a total of 86,594 commuters.

Response:

The project will lead to more effective TDM measures. A reasonable mode-switch goal for effective, targeted behavior change programming is a drive-alone reduction of 10%.

A 10% drive-alone reduction among 216,486 commuters, where 40% are already assumed to be using non-driving modes, represents 21,649 one-way trips converted to sustainable commuting modes.

21,649 one way trips * 12.1 average commute trip length * 2 (RT) = 523,905

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

Response:

The mode share measurement project introduces a new strategy for gathering information on novel commute preferences in the Twin Cities. It takes advantage of advanced data collection and management applications that post advancements nearly every month. And it will help understand the impacts and potential of telework on SOV reduction efforts.

This project will to some extent replicate and improve upon the central business district and city-wide mode share surveys conducted in Seattle, Denver, Austin, Atlanta, San Francisco and other cities. Some of these assessments are decades old and have been at least partially responsible for exceedingly successful TDM efforts. For instance, Seattle?s biannual survey of employers with greater than 100 employees aims for 70% survey participation at affected workplaces. Using a combination of civic support and public awareness, downtown Seattle now posts a mere 25.4% drive-alone commute rate (commuteseattle.com/modesplit-2017).

The project?s importance to Twin Cities transportation management organizations cannot be overstated. TMO programming relies on data for evaluation. Today we consider measures such as Metropass adoption and post-implementation surveys on individual employer behavior change campaigns for evaluative feedback. These are inadequate, as the superior survey data from other cities so clearly demonstrations.

Move Minneapolis has relationships with TMOs and city staff from other regions of the United States. These groups are exceedingly collaborative and we anticipate mutual support.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Response:

Move Minneapolis is a 28-year-old organization delivers complex projects of similar scope and timeline; most notably an annual Congestion Mitigation and Air Quality (CMAQ) contract. We are currently a subcontractor on the two-year University of Minnesota FlexPass project. We receive multi-year funding for TDM projects and services via the City of Minneapolis and Hennepin County.

Our organization has the following capacities:

? Leadership. Move Minneapolis?s executive director is co-chair of the Twin Cities Shared Mobility Collaborative. She has led innovative sustainability programs for 30 years, including as founder of the Hourcar car-sharing system. The Move Minneapolis staff includes three employer outreach professionals, led by one of Minnesota?s top TDM authorities and current president of the Midwest Chapter of the Association for Commuter Transportation (ACT). Our partner the Minneapolis Regional Chamber is a leading regional transit advocate and business representative.

? Connections. Move Minneapolis is allied with the Minneapolis Regional Chamber. The organizations share resources (leadership, accounting, marketing, events, real estate).
? Funding capacity. Move Minneapolis, aligned with the Minneapolis Regional Chamber, has a combined budget of greater than $1,000,000. Move Minneapolis's net income allows for allocations to innovative programming.

(Limit 1,400 characters; approximately 200 words)

Measure B: Project Financial Plan

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

25 Points

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

Yes

15 Points

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

0 Points

Response:

The project per se will not continue past the initial federal funding period. At completion we will have identified best practices in multimodal mode share measurement and conducted a baseline assessment of commute conditions in downtown Minneapolis.
However, project outcomes will be ready for multi-year implementation. After data collection is implemented and baseline mode share information is secured, the survey and process will be evaluated and improved. Move Minneapolis intends to then repeat the survey at predetermined intervals so that mode share trends can be identified over time and used for TDM programming and program evaluation and provided to transportation partners. Access to results would be valuable to a number of potential sponsors.

Move Minneapolis will approach multiple potential funders/data stakeholders, including:

1) Municipal and County Governments and Planning Agencies

2) State Agencies

3) Employers

4) Philanthropic Foundations (Corporate and Private)

5) Research universities and colleges

6) Shared mobility operators (National bike share corporations, scooter share, other)

7) Housing and Commercial Developers

8) Business Associations

Another potential strategy will be to assemble a

coalition of employers to fund a proprietary study among their workforces. Move Minneapolis would retain rights to the data. Later on, as funding commitments are made for a broader survey, the smaller data set collected during the proprietary study would be incorporated.

Finally, because the project end product will be state of the art and reliable, we would pursue license agreements or outright sales to other cities, TMO/TMAs, transit authorities, MPOs, market research businesses or other interested parties. As members of the Association for Commuter Transportation (ACT) and other professional associations we have access to a national and international business-to-business marketing pool. This strategy presents perhaps the most sustainable model for consistent, continued revenue for long-term research sustainability.

(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 - Regional Solicitation.pdf	Project Budget	131 KB
Map - Regional Economy.pdf	Regional Economy Map	6.3 MB
Project Description.pdf	One page project description	140 KB

Socio-Economic Conditions

Travel Demand Management Project: Comprehensive Mode Share Measurement | Map ID: 1589518084427

Results

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

Tracts within half-mile:
2200 2400 3800
5901 5902 6800
102300 102900 103000
103100 103400 103600
103700 103900 104100
104400 104800 104900
105100 105201 105204
105400 105500 105600
105700 106000 106200
106600 106700 106900
126000 126100 126200

Points

Area of Concentrated Poverty

Area of Concentrated Povertry > 50% residents of color

Above reg'l avg conc of race/poverty

0 0.375 0.75 1.5 2.25 3 Miles

Created: 5/14/2020
LandscapeRSA2

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

METROPOLITAN COUNCIL

Move Minneapolis (Downtown Minneapolis Transportation Management Organization)

Move Minneapolis Regional Solicitation - 2022-2023

Comprehensive Mode Share Measurement

TWO YEAR PROJECT BUDGET

Income			
Regional Solicitation	$	275,000.00	
University of Minnesota	$	18,094.00	local match, graduate student supervision
Self-funding	$	50,000.00	local match, budgeted from net income
Total Income	$	343,094.00	
Total Match	$	68,094.00	
Local Match %	$	0.20	
Expense			
Salary & Fringe - Move Mpls	$	190,000.00	Project management & employer survey enga
Consultants - survey development	$	25,000.00	Survey development
Graduate Research Assistant	$	44,642.00	Two years, 25% time, Ph.D.-level
Consultant - conduct market research	$	75,000.00	Survey administration
Committee Expense	$	5,000.00	Technical Advisory Panel
Rent, IT, Comms	$	3,452.00	
Total expense	$	343,094.00	
NET	$	-	

gement

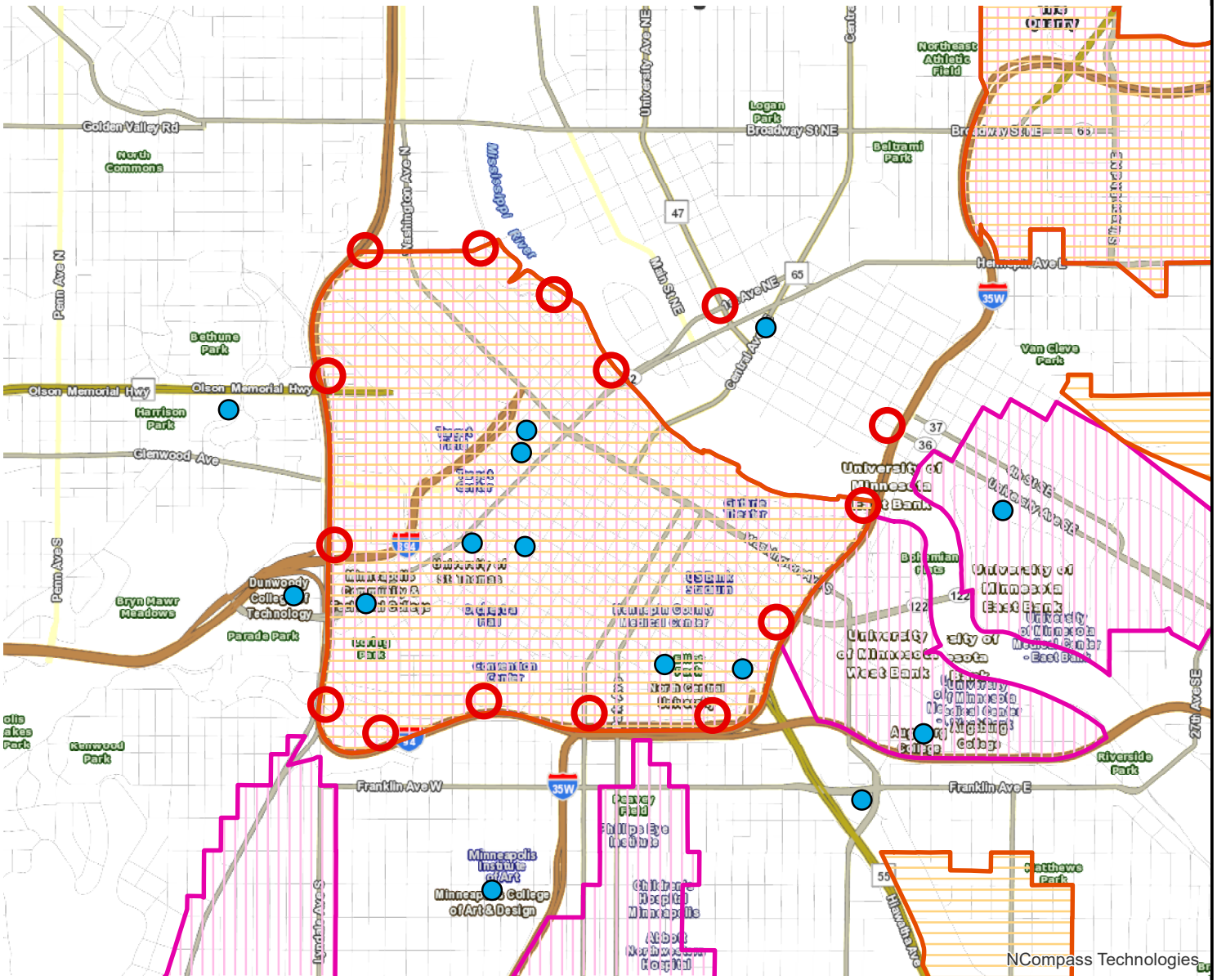
Regional Economy

Travel Demand Management Project: Comprehensive Mode Share Measurement | Map ID: 1589518084427

Results

WITHIN ONE MI of project:
Postsecondary Students: 68012

Totals by City:
Minneapolis
Population: 143687
Employment: 260381
Mfg and Dist Employment: 16035



Project Points
Postsecondary Education Centers
Manfacturing/Distribution Centers
Job Concentration Centers

0 0.375 0.75 1.5 2.25 3 Miles

Created: 5/14/2020
LandscapeRSA5

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

METROPOLITAN COUNCIL

Project Name: Comprehensive Mode Share Measurement

Applicant: Move Minneapolis (Downtown Minneapolis Transportation Management Organization)

Federal Award Request: $275,000

Local Match: $69,094

Total Project Cost: $344,094

Project Description and Benefits:

Transit is the most important shared mobility option in the Twin Cities region. Starting in 2006 transit was joined by car sharing, bike and scooter sharing, ride hailing, on-demand microtransit and now a mass adoption of telework: a non-mobility option that nonetheless affects use of all other modes. Each of these modes commands consumer share. How much, exactly, is unknown because we lack tools to measure it. This leaves a knowledge gap and reduces our ability to implement effective transportation demand management strategies.

Other cities and regions measure commute mode share in their workforce-dense central business districts at established intervals, generally either once per year or once every two years. Findings help evaluate progress toward regional travel and commuter goals, establish mode share benchmarks, and implement TDM policies and programs to reduce peak congestion.

Move Minneapolis proposes to develop a comprehensive mode share measurement tool and data collection protocol. The tool will identify adoption of established and novel travel modes within a defined boundary, using downtown Minneapolis as a test geography.
Move Minneapolis will work with a technical advisory panel comprised of statisticians, data scientists, academics, market research experts, and others to vet strategies and recommend survey methodologies. We will test the survey on the downtown Minneapolis commuter ecosystem and share the outcomes with stakeholders.