15 May 2020

Regional Solicitation – Transit and TDM Projects
13873-2020 Travel Demand Management (TDM)
Application due 05/15/2020

The Cycling Without Age Twin Cities (CWA TC) project is designed to provide short – 3 miles of less – trips and grocery shopping assistance to residents of North Minneapolis, Seward neighborhood, and the east side of St. Paul.

We will work with our neighborhood partners (identified in the proposal) to serve low income residents, people of color, and the immigrant communities.

With the deployment of 6 trishaws (three wheeled rickshaws) we will provide rides that will replace Metro Mobility vans, rideshare, or rides by neighbors, friends, and family. The number of trips we expect to replace is 14,040 per year. Our programs are carbon neutral and zero emissions.

We expect project costs to be $250,000 for our first year of operations. We anticipate a reduction in overall costs over year two and beyond by leveraging the initial capital costs of trishaws and trailers.

Regards, Anthony Desnick
Executive Director, Cycling Without Age Twin Cities

Project Name:	Changing the School Commute: Shifting Youth to Transit
Applicant:	Move Minnesota
Project Location:	school sites within ½ mile of Metro Transit's High Frequency Network (Minneapolis, Saint Paul)
Requested Award Amount:	$452,700
Total Project Cost:	$565,875

Project Description & Benefits

Changing the School Commute: Shifting Youth to Transit Use is an innovative TDM project to shift school-focused car trips into transit trips, with support from multimodal connections. With over 20,000 students attending Minneapolis and Saint Paul public high schools, there are huge opportunities to significantly impact congestion near and during peak travel times for current drivers. Students who drive themselves to school compete with employee commuters, while parents dropping off children create additional congestion with a two-way trip or when diverging from their route to work.

This project develops and implements TDM programming to shape behavior change for students commuting to public high schools that are within a half-mile of Metro Transit's High Frequency Network. Because the High Frequency Network routes run on or near high-congestion arterial streets, shifting students from car trips to transit along these routes provides congestion relief where it is needed most.

High school students are an exciting untapped audience in TDM work. They are in the process of forming their own values and habits separate from their families and seeking increased independence. Significantly, many have not yet purchased a car. This 2-year project will combine the practical implications of cost with a values-driven narrative around climate ramifications as strong motivators for today's students. We will also work with school administrators, who face both high costs for transporting students and continuing pressure to reduce costs. This project is innovative and exciting because it seeks to influence students as they are considering the role driving has in their future, and how necessary it is for them to purchase a car for their commute. In addition to the tangible benefits of a commute shift right now, each student who delays or declines to purchase a vehicle will cause further reductions in VMT over time.

Move Minnesota's multi-year engagement with youth of color in Saint Paul directly informed this project's strategies and scope

Bicycle Alliance of Minnesota
3745 Minnehaha Avenue
Minneapolis, MN 55406

Project Title: Expanding Access to Bicycle Education and Support to Communities Experiencing Inequity within the Urban Core and Inner-Ring Suburbs

Organization: Bicycle Alliance of Minnesota (BikeMN)

Primary Contact: Dorian Grilley, Executive Director, dorian@bikemn.org, 651-387-2445

BikeMN is proposing to increase bicycle ridership and utilization with the goal of reducing congestion and improving air quality as a result of reducing vehicle miles traveled (VMT). We estimate that upon completion we will be replacing 700 five mile trips a day with bicycling. Two key barriers to incorporating bicycle use into many of our new immigrants are lack of access to bicycle education, including learning to ride and the basic skills and knowledge to safely navigate our existing infrastructure, and cost barriers to owning and maintaining a bicycle and required accessories (such as reliable lights and locks). BikeMN will build on the Bicycle Access & Safety Education program that Cycles 4 Change previously developed, and bring it beyond the Minneapolis and Saint Paul neighborhoods it had previously been offered to communities within inner-ring suburbs where populations are experiencing inequity. We aim to use a combination of strategies to promote and encourage bicycling as a sustainable transportation option that will include:

(a) Learn-To-Ride instruction for adults who have not yet learned to ride
(b) Bike Basics education classes to teach best practices and effective cycling technique to community members
(c) open shop opportunities and mobile bike repair service to support bike maintenance
(d) organize and lead group ride opportunities within the community that will highlight important routes and destinations, and
(e) distribution of 400 bicycles with helmets/locks/lights which participants can “earn” through completion of aforementioned activities.

BikeMN will conduct outreach with partner organizations that currently serve the specific communities we have identified within this proposal, to coordinate and promote this program. We will also recruit, hire, and train trainers and assistants from the selected communities to provide some of the instruction and support to participants, therefore partially sustaining the program through local participation.

In addition to the ACP50 neighborhoods in St. Paul and Minneapolis, BikeMN will work with city staff and leaders, community education, community organizations, and other partners in Bloomington, Brooklyn Center, Brooklyn Park, Columbia Heights, Hopkins, Maplewood, New Hope, Richfield, South St. Paul, St. Louis Park, and West St. Paul. We plan to hold at least one Learn-to-Ride or Bike Basics class in each of these communities in the two year period with a total estimated reach with all programming of 1,400 participants. BikeMN has worked with the schools in all of these communities and with all of the eight cities in the Metro Area that have achieved a national Bicycle Friendly Community ranking.

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.