



Application

17064 - 2022 Travel Demand Management (TDM)

17679 - Residential Pass Implementation Project

Regional Solicitation - Transit and TDM Projects

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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: 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: Residential Pass Implementation Project
Primary County where the Project is Located: Multiple
Cities or Townships where the Project is Located: Multiple
Jurisdictional Agency (If Different than the Applicant): Metro Transit

Metro Transit has developed a new bulk pass program for multifamily housing. Based on the results of a pilot study, this program has the potential to significantly increase transit ridership and decrease single occupant vehicle trips, among other benefits.

There are three challenges to implementing this program, which this project is intended to address. The first challenge is that, while the residents of affordable housing would benefit greatly from this program, existing affordable funding and financing resources may not be used to pay for transit passes. This project would address that challenge by providing transit passes for free to affordable housing operators to 1) measure the benefits of this program to affordable housing and 2) identify and address the key barriers to participation.

The second challenge is that developers continue to build significant volumes of parking in new transit-accessible multifamily housing. This project would address that challenge by providing free transit passes for a limited time to developments that build little or no parking. This would significantly enhance the travel demand benefits of this program since reduced parking ratios is a proven TDM strategy.

The final challenge is that the vacancy rate for multifamily apartments in the region is low and that many apartment operators and owners have little incentive to pay for and provide additional amenities. However, we found during the pilot that demand for the program increased when adjacent properties participated in the pilot program. This project would address this challenge by providing an incentive to apartment operators that agree to participate in the program for three years. The incentive would include one year of free or reduced pass prices in exchange for committing to one year of participating at full price. This would increase awareness of the program and allow apartment

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

operators to gradually adjust their budgets to accommodate the cost of the program.

(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.

Transportation Demand Management Project

Include both the CSAH/MSAS/TH references and their corresponding street names in the TIP Description (see Resources link on Regional Solicitation webpage for examples).

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

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

Match Percentage 20.0%

Minimum of 20%

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

Source of Match Funds Motor Vehicle Sales Tax and Regional Transit Capital

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: 2024

Select 2024 or 2025 for TDM and Unique projects only. For all other applications, select 2026 or 2027.

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: Market Area I & II

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.

Goal C

Objective A: Increase the availability of multimodal travel options, especially on highways and transit systems.

Objective D: Increase number and share of trips taken using transit, carpools, bicycling, and walking.

Goal D

Objective A: Improve multimodal access to regional job concentrations identified in Thrive MSP 2040.

Goal E

Objective A: Reduce transportation related emissions.

Objective C: Increase availability and attractiveness of transit, bicycling, and walking to encourage healthy communities through the use of active transportation options.

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

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: Unique projects are exempt from this qualifying requirement because of their innovative nature.

See 2040 Transportation Policy Plan goals and objectives above.

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. Unique project costs are limited to those that are federally eligible.

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

5. Applicant is a public agency (e.g., county, city, tribal government, transit provider, etc.) or non-profit organization (TDM and Unique Projects applicants only). 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 in Table 1. For unique projects, the minimum award is \$500,000 and the maximum award is the total amount available each funding cycle (approximately \$4,000,000 for the 2020 funding cycle).

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. Yes

Date plan completed: 03/01/2021

Link to plan: <https://metro council.org/About-Us/Publications-And-Resources/DIVERSITY-EQUITY/ADA-Transition-Plan.aspx>

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 and Unique Project 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. Unique projects are exempt from this qualifying requirement.

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. Applications cannot include the reinstatement of service to routes that were reduced or suspended as a result of the COVID-19 pandemic. Transit Expansion projects must be proposing expanded service beyond what existed prior to March 2020 service changes.

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

Measure A: Project's Use of Existing Infrastructure

Over the past two decades Metro Transit has overseen a significant expansion in its system of high frequency transitways. This includes the construction of two light rail lines and multiple arterial and highway BRT routes. Several more LRT and BRT routes are in development and design.

As expected, the development community has responded strongly to the significant investments in transit infrastructure by the region. Since construction of the METRO Blue Line, over \$12 billion of development has occurred near high-frequency transit. For context, that means that over 1/3 of development in the region has occurred on just 3% of the region's land area within walking distance of high-frequency transit.

Importantly, over 43% of multifamily development has occurred near high-frequency transit. Studies have shown that people living in multifamily housing take transit more frequently than individuals living in single family homes near transit or individuals living in multifamily housing with limited transit access. However, there are many opportunities to increase use of the existing transit system and further reduce single occupant vehicle trips. These include increasing access to monthly transit passes and reducing the volume of parking that is constructed with new multifamily housing, which are two strategies implemented through this project.

To evaluate the benefits of this program and expanding access to monthly passes, Metro Transit implemented a pilot program with 4 multifamily properties. The most significant finding from the pilot is that participants that paid for transit on a per trip basis prior to program took transit 78% more often during the pilot program. Another significant

Response:

finding is that 50% of participants reported that they took fewer vehicle trips during the pilot program. Finally, many participants said the program encouraged them to try transit for the first time. In other words, the program capitalized on existing regional transit facilities and reduced vehicle use on already congested roadway corridors. This project will increase access to the Residential Pass Program and it is anticipated to increase awareness of and demand for the program in the future.

Further, by partnering with developers that agree to build little or no parking, the program will have an additional and long-term TDM benefit. Multifamily housing with no parking tends to result in far greater transit ridership than similar developments with high ratios of parking.

Finally, by enlisting participants from across the region we intend to spread the benefits of increased transit ridership and reduced vehicle trips across the existing transportation system.

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

3423

The cost of the Residential Pass is \$14 per pass. At this price, the program will be able to enroll 3423 participants for 12 months. At least one-third of these transit passes will be distributed to the residents of affordable housing.

The people that will benefit from this project are exclusively renters of multifamily housing. At a high level, we know that households of color rent at a significantly higher rate than the regional average.

Because this program will also target affordable multifamily housing, it will also generate direct benefits for low-income households. We also know that there are higher rates of poverty among all residents of color than the regional average. By targeting affordable housing, this project will produce direct benefits for households of color.

The direct and indirect benefits of this program are significant. Of these benefits, the four most substantial benefits have been listed and described below.

Response:

-Increase transportation affordability: Housing and transportation costs are the most significant expenses for the average household. The Residential Pass Program, and this project in particular, will significantly reduce the cost of accessing transportation. According to AAA, the average annual cost of owning a car is \$9,282. The average annual cost of purchasing a monthly transit pass can be up to \$1440 per year. This cost is significantly less than owning a car, but it can also be prohibitive for households that still need to own a car to meet daily needs. The annual cost of the residential pass will be just \$168 per year.

-Increase housing affordability: One of the barriers to building affordable housing is the need to build

and finance parking for multifamily housing. Structured parking, which is often provided in multifamily housing near transit, can cost upwards of \$30,000 to build per stall. By partnering with developers that are willing to building little or no parking we will also be able to reduce a significant housing cost.

-Reduce congestion: To evaluate the benefits of the Residential Pass Pilot, Metro Transit conducted an exit survey with customers that participated. Over 50% of the respondents drove less during the pilot than they did prior to the pilot.

-Increase ability to live car-free: First, this program dramatically reduces the barrier to trying transit. Many customers during the pilot program were first time transit users and many of these first-time users became recurring transit users. The other challenge is that individuals that drive continue to drive, even when transit is a reasonable and convenient alternative. This program encouraged participants to reconsider their travel choices.

(Limit 2,800 characters; approximately 400 words)

Measure A: Engagement

i. Describe any Black, Indigenous, and People of Color populations, low-income populations, disabled populations, youth, or older adults within a ½ mile of the proposed project. Describe how these populations relate to regional context. Location of affordable housing will be addressed in Measure C.

ii. Describe how Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing were engaged, whether through community planning efforts, project needs identification, or during the project development process.

iii. Describe the progression of engagement activities in this project. A full response should answer these questions:

Thus far, this effort has included two periods of engagement and included all residents in four multifamily properties that participated in a pilot program. The four properties that were selected for the pilot were identified based on their geographic diversity and proximity to high-frequency transit service. One of the properties is targeted at providing affordable workforce housing.

The two engagement efforts that were conducted included a survey at the beginning pilot and a survey at the end of the pilot. Several efforts were made with the support of property managers to connect with residents. These efforts included lobby posters, flyers in elevators, emails to residents through property managers, and information packets provided with the transit passes. 62% of eligible participants responded to the initial survey. 8% of eligible participants participated in the exit survey. The surveys did not ask information about demographics or income. However, households of color and low-income households rent at a higher rate than the region. It is possible that the survey included a high percentage of households of color and low-income households.

Response:

Further engagement is planned with affordable housing operators and residents if Metro Transit receives this grant. The purpose of this effort will be to identify both the benefits of the program to affordable housing residents but also to identify the barriers that affordable housing operators face to participating in the program. Data gathered from the initial pilot is part of what established the need to connect directly with affordable housing providers and potentially affordable housing funders.

The purpose of the project was to increase access to monthly transit passes. The data collected from the pilot reinforced the fact that expanding access to monthly transit results in a significant increase in transit ridership. The results of the pilot highlighted the value of implementing a permanent program. We further heard through our exit survey that 100% of respondents said they would choose an apartment that offers this pass over one that does not. We also heard from these respondents that they drove less and used transit frequently for non-commute travel.

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

Measure B: Equity Population Benefits and Impacts

Describe the projects benefits to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. Benefits could relate to:

This is not an exhaustive list. A full response will support the benefits claimed, identify benefits specific to Equity populations residing or engaged in activities near the project area, identify benefits addressing a transportation issue affecting Equity populations specifically identified through engagement, and substantiate benefits with data.

Acknowledge and describe any negative project impacts to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults. Describe measures to mitigate these impacts. Unidentified or unmitigated negative impacts may result in a reduction in points.

Below is a list of potential negative impacts. This is not an exhaustive list.

The Residential Pass Program and this project are designed to specifically benefit the residents of multifamily housing. As has been stated in other sections, households of color and low-income households rent at a significantly higher rate than region on average. As a result, households of color and low-income households are expected to experience all of the benefits associated with this program at a greater rate than the region as a whole.

This project is also intended to tackle the challenges of including the program as an amenity with affordable housing providers. Doing so will directly expand the benefits of this program to residents of affordability restricted housing, which are exclusively low-income households. The focus on affordable housing will also directly benefit households of color since households of color are disproportionately low-income household.

Response:

There are many benefits to this program, but the most important benefit of this program is that it will improve transportation affordability.

According to AAA, the average cost of driving is roughly \$10,000 per year depending on the vehicle. The cost of purchasing a transit pass can be up to \$1,400 per year. This is far less than owning a car, but it can still be prohibitive for families that still need to own a car to meet all of their transportation needs. The cost of the Residential pass will be \$168 per year and this cost will be borne by the apartment operator. The apartment operator may not charge tenants more for the pass than Metro Transit charges them. During this project, there will be no cost for the Residential Pass for a limited time. For affordable housing, it is possible that affordable housing funding partners may absorb the cost of the pass. In all, this program significantly

reduces the cost of a transit and it may allow some households to live with fewer cars, thereby saving more money.

This program is also anticipated to reduce the costs of housing. By partnering with developers that agree to build little or no parking, this program will be addressing one of the most expensive amenities apartment amenities. Building less parking will allow apartment owners to charge less rent than would otherwise be possible.

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

Measure C: Affordable Housing Access

Describe any affordable housing development existing, under construction, or planned within ½ mile of the proposed project. The applicant should note the number of existing subsidized units, which will be provided on the Socio-Economic Conditions map. Applicants can also describe other types of affordable housing (e.g., naturally-occurring affordable housing, manufactured housing) and under construction or planned affordable housing that is within a half mile of the project. If applicable, the applicant can provide self-generated PDF maps to support these additions. Applicants are encouraged to provide a self-generated PDF map describing how a project connects affordable housing residents to destinations (e.g., childcare, grocery stores, schools, places of worship).

Describe the project's benefits to current and future affordable housing residents within ½ mile of the project. Benefits must relate to affordable housing residents. Examples may include:

This is not an exhaustive list. Since residents of affordable housing are more likely not to own a private vehicle, higher points will be provided to roadway projects that include other multimodal access improvements. A full response will support the benefits claimed, identify benefits specific to residents of affordable housing, identify benefits addressing a transportation issue affecting residents of affordable housing specifically identified through engagement, and substantiate benefits with data.

While the residential pass is NOT restricted to properties located near high-frequency transit, Metro Transit anticipates that properties located in these areas will be more likely to participate in the program. For this reason, the project area has been defined as the area served by high-frequency transit.

Collectively, there are over 36000 affordable housing units in the project area.

The benefits of this project, as defined in other sections, are that it increases transportation affordability and it may increase housing affordability. For households that cannot otherwise afford a transit pass, it creates more transportation options and provides more access to opportunity.

Response:

These benefits are especially important and impactful for low-income households that may spend over half their income on housing and transportation costs. During the pilot, transportation costs will decline significantly for these households, especially if they may now live without a car. In the long-term, participation in this program will still be significantly cheaper than owning a car and less than purchasing an individual monthly pass.

Perhaps the most important element of this project is the part that will focus on partnerships with affordable housing operators. As noted in the Summary, Metro Transit will partner with affordable housing operators to identify and address the barriers to participating in this program. The outcome of this effort may be an affordable housing-specific Residential Pass or outreach to affordable housing funders to make the residential

pass an expense that is eligible for reimbursement. Either way, developing solutions to this challenge will allow the benefits of this program to directly accrue to the residents of affordable housing.

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

Measure D: BONUS POINTS

Project is located in an Area of Concentrated Poverty:	Yes
Projects census tracts are above the regional average for population in poverty or population of color (Regional Environmental Justice Area):	Yes
Project located in a census tract that is below the regional average for population in poverty or populations of color (Regional Environmental Justice Area):	
Upload the Socio-Economic Conditions map used for this measure.	1648776751986_Socio-Economic Condition - Complete.pdf

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

This project will reach housing throughout the region in areas served by high-frequency transit, including some housing that may be served by local or express bus routes or the Northstar commuter rail. Importantly, the high-frequency transit network aligns closely with congested corridors throughout the region, including many A-minor arterials. The A-minor arterials that will benefit most from this project are those that align with high-frequency transit routes, including: Lake Street, Minnehaha Avenue, University Avenue, Hennepin Avenue, Nicollet Avenue, Franklin Avenue, West 7th Street, Snelling Avenue, University Avenue, among many others.

Response:

A survey of participants in a pilot of this program found that over 50% of respondents drove less during the pilot than before the pilot. Conversely, data collected from the pilot found that respondents that paid for each transit trip individually prior to the pilot took 70% more transit trips on average during the pilot than before it. Both results emphasize the fact that developments that participate in the Residential Pass program through this implementation project or after will it reduce single-occupant vehicle trips and congestion throughout the region.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	389
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	4706.9
CO Reduced	11249.491
NOx Reduced	753.104
CO2e Reduced	1725549.54

PM2.5 Reduced

23.5345

VOCs Reduced

141.207

Based on the results of the pilot program, we estimate that, on average, 100 apartment units generate 20 transit trips per weekday without the Residential Pass. During the pilot program, we observed that the volume of weekday transit trips increased to 31 transit trips per weekday per 100 apartment units, which is a 57% increase. We assume that the increase in transit trips caused a corresponding decrease in vehicle trips. More specifically, we assume that for every 100 apartment units that participate in this program, there will be 11 fewer one-way vehicle-based commute trips per day on average. The assumption is based on the results of the exit survey for the pilot program. Survey respondents indicated that they drove less as their transit use increased. We also assume that existing transit service will be able to accommodate the anticipated increase in transit ridership. In other words, the increase in transit ridership will not cause an increase in transit-related emissions.

Response:

We estimate that 3423 apartment units will be able to participate in the program for 1 year. The calculation below describes our calculation for estimating the reduction in one-way commute trips.

Units = 3423

Transit Trips/Weekday/100 Units during Pilot = 31.4

Transit Trips/Weekday/100 Units pre-Pilot = 20.0

Increase in Transit Trips/Weekday/100 Units = 31.4
- 20.0 = 11.4

Reduction in Daily One-Way Commute Trips/100
Units = Increase in Transit Trips/Weekday/100
Units

Reduction in Daily One-Way Commute Trips/100
Units = 11.4

Total Reduction in Daily One-Way Commute Trips
= 3423 Units * 11.4 Reduced Trips/100 Units

Total Reduction in Daily One-Way Commute Trips
= 389

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

The Residential Pass Program is an innovative approach to transit, not just within the region, but across the country. A national survey was recently conducted of transit agencies and that survey found that only a few agencies have implemented similar transit pass products. At the same, awareness of and interest in this type of pass product is growing rapidly. Several agencies from across the country and Canada have reached out to Metro Transit staff to learn more about the program so that they may create one locally.

There are two aspects of the Residential Pass that make it unique from existing pass programs in the region and elsewhere. First, the program is targeted at multifamily properties. Employer-oriented transit passes are common and have been around for many years. Housing-oriented passes are less common. The increase in interest in this type of pass is linked to the significant increase in high-density multifamily housing near high-frequency transit.

Response:

The second innovative aspect of this program is that property owners will be required to purchase 1 transit pass per unit to qualify for the program. No other transit pass programs in the region are linked to the size of the property or employer. At the same time, this is the most important and innovative part of the program. The goal of this program is to expand access to monthly passes by bundling transit passes with multifamily housing. As we saw during the pilot, transitioning customers to monthly passes results in a sizable increase in ridership.

This project is an important part in implementing this new program. As noted in the project description, it addresses three key challenges to rolling-out the new pass program.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

Response:

Metro Transit has extensive experience evaluating, marketing and administering fare programs. While some of the particulars of this program differ from others, the administration processes, agreements, marketing tools, etc. that will be used to implement the program are very similar to existing transit pass programs that Metro Transit administers. Further, Metro Transit has an existing team of experts that have the capacity to manage the program.

(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 has the staff and resources necessary to continue the program after the initial federal funds are expended. As noted in the program description, the intent of this project is to support long-term expansion of the program.

(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

Other Attachments

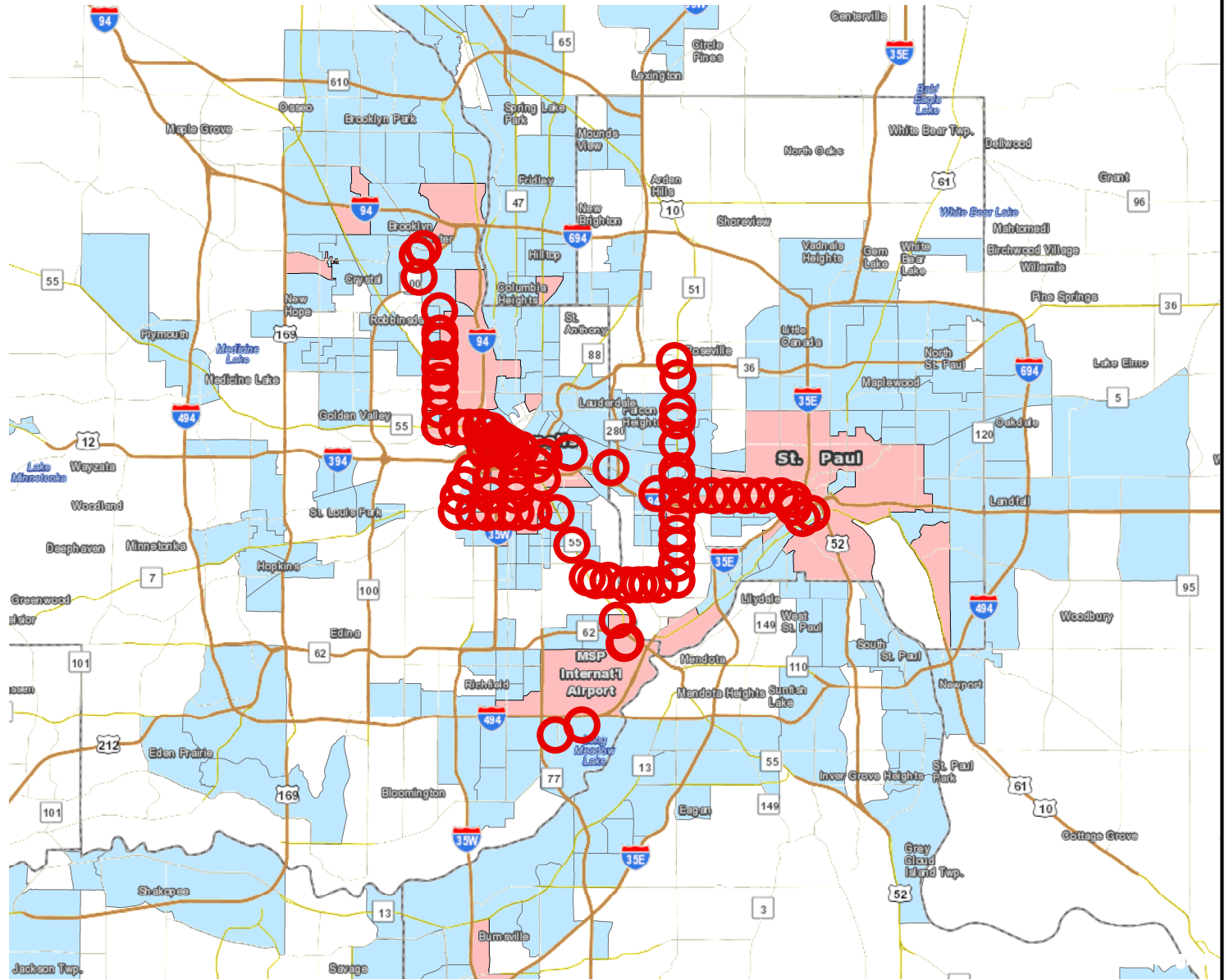
File Name	Description	File Size
Project Budget.pdf	Residential Pass Implementation Project - Budget	91 KB
Regional Economy - East & West.pdf	Regional Economy maps. The project area has been split into East and West. The project area focuses on high-frequency transit service, which is the most compatible market area for the program.	8.0 MB
Residential Pass Implementation Project - Summary.pdf	One page summary of Residential Pass Implementation Project	115 KB
Socio-Economic Condition - East & West.pdf	Socio-Economic Condition Maps. The project area has been split into East and West. The project area focuses on high-frequency transit service, which is the most compatible market area for the program.	8.4 MB

Socio-Economic Conditions

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 32367

Project located IN an Area of Concentrated Poverty.



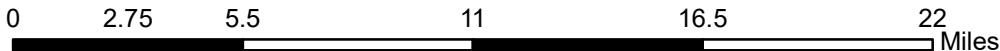
Points



Regional Environmental Justice Area



Area of Concentrated Poverty



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Residential Pass Implementation Project

2022 Regional Solicitation Project Budget

SOURCES

		Notes
Regional Solicitation Grant	\$500,000	Pending
Motor Vehicle Sales Tax/Regional Transit Capital	\$125,000	
Total	\$625,000	

USES

		Notes
Residential Transit Passes	\$575,000	This covers 3,423 passes for one year.
Marketing	\$50,000	This is a maximum amount. Unused marketing funds will be used to enroll additional participants.
Total	\$625,000	

Regional Economy

Travel Demand Management Project: Residential Pass Implementation Project | Map ID: 1648050922176

Results

WITHIN ONE MI of project:
Postsecondary Students: 39623

Totals by City:

Falcon Heights

Population: 5217
Employment: 4962
Mfg and Dist Employment: 32

Fort Snelling (unorg.)

Population: 144
Employment: 4253
Mfg and Dist Employment: 0

Minneapolis

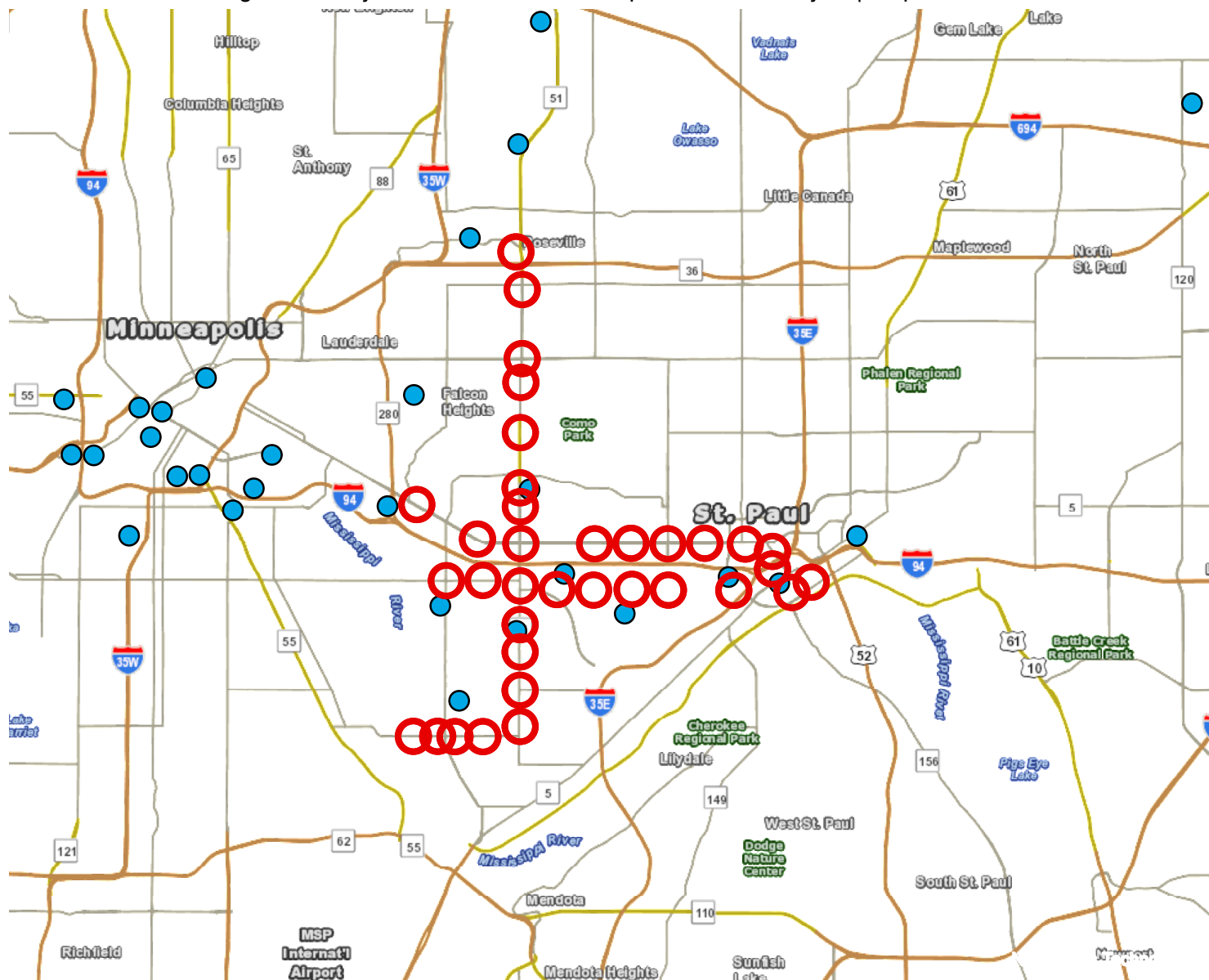
Population: 24229
Employment: 8301
Mfg and Dist Employment: 1729

Roseville

Population: 14420
Employment: 27287
Mfg and Dist Employment: 4300

St. Paul

Population: 174820
Employment: 174457
Mfg and Dist Employment: 13822



- Project Points
- Postsecondary Education Centers



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Employment: 28595
Mfg and Dist Employment: 2238

Brooklyn Center Regional Economy

Employment: 9262
Mfg and Dist Employment: 2783

Columbia Heights

Population: 9779
Employment: 2307

Mfg and Dist Employment: 168

Crystal

Population: 3791
Employment: 358

Mfg and Dist Employment: 77

Fort Snelling (unorg.)

Population: 501
Employment: 16601

Mfg and Dist Employment: 5305

Golden Valley

Population: 3106
Employment: 6166

Mfg and Dist Employment: 763

Mendota Heights

Population: 609
Employment: 1379

Mfg and Dist Employment: 363

Minneapolis

Population: 325410
Employment: 305600

Mfg and Dist Employment: 22358

Richfield

Population: 2745
Employment: 529

Mfg and Dist Employment: 304

Robbinsdale

Population: 9585
Employment: 5696

Mfg and Dist Employment: 116

St. Anthony

Population: 2321
Employment: 160

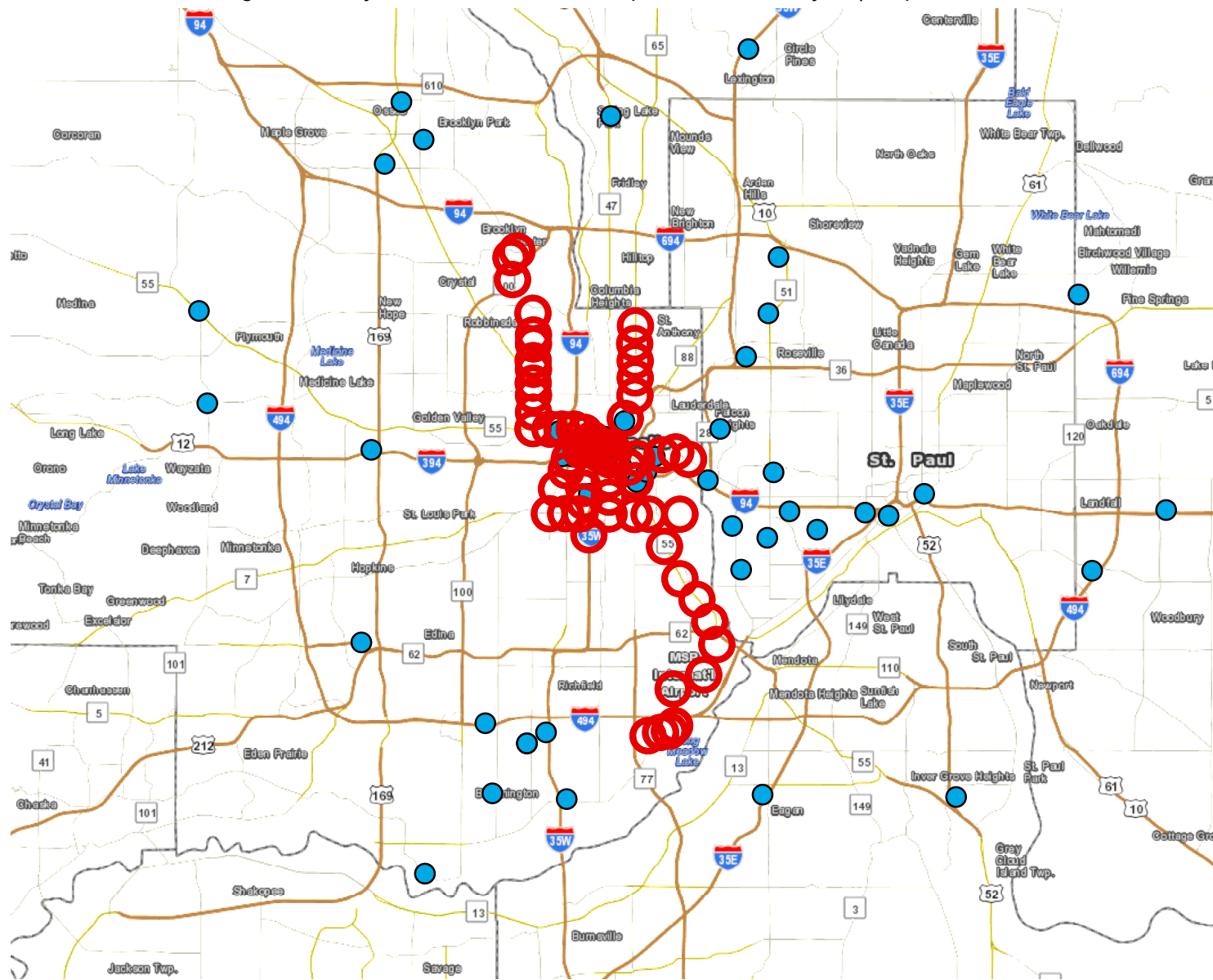
Mfg and Dist Employment: 6

St. Paul

Population: 19065
Employment: 17745

Mfg and Dist Employment: 3686

Travel Demand Management Project: Residential Pass Implementation Project | Map ID: 1648050608048



Project Points

● Postsecondary Education Centers



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Residential Pass Implementation Project

Metro Transit is requesting \$500,000, which will be matched with \$125,000 local funds, to support implementation and expansion of a new Residential Pass Program. Based on the results of a pilot project, this program has the potential to significantly increase transit ridership and reduce single-occupant vehicle use. However, there are challenges to scaling and implementing the program, which this project is intended to address.

Metro Transit has developed a new bulk pass program for multifamily housing. This program was developed in recognition of the fact that there has been a significant increase in multifamily development in the region and multifamily housing is naturally compatible with transit service. The goals of the program are to increase transit ridership, reduce single-occupant vehicle trips, reduce emissions, reduce parking demand, and improve housing and transportation affordability, among other goals.

The structure of the program is based on similar programs that have been implemented in other regions by peer agencies. To participate in the program, apartment operators or owners must purchase 1 transit pass per unit in a building. In exchange for purchasing passes in bulk, apartment operators may purchase each transit pass for \$14 per month, which is an 88% discount from the full price of \$120 per month for each pass. The bulk requirement was established for two reasons. First, we have evidence that transit customers take transit more often and drive less often when they have a monthly transit pass instead of paying for transit per trip. Knowing that, a goal of this program is to expand access to monthly passes to transit customers that would not otherwise purchase a monthly pass. Second, by expanding monthly pass sales to customers that do not take transit frequently, we may lower the monthly pass price while maintaining compliance with Metro Transit's existing Fare Policy.

To test the effectiveness of the program, Metro Transit implemented a pilot in 2019. Four multifamily properties with nearly 700 apartment units were included in the pilot program. To evaluate the effectiveness of the program, staff conducted multiple surveys of participants to determine the impact to ridership. Transit trips by customers that paid for transit per trip prior to the pilot increased by 78%. We also observed that many participants that had not taken transit prior to the pilot, began taking transit on a regular basis during the pilot. Finally, over 50% of survey respondents said they drove less during the pilot program. The significant increase in ridership and the decrease in driving confirms the travel demand benefit of this program.

Based on the results of the pilot, Metro Transit decided to move forward with a permanent program. However, there are three challenges to implementing a permanent program that this application is intended to address.

The first challenge is that affordable housing developers and operators are constrained by existing funding and financing sources that may not be used to pay for transit passes. With the funds provided by this grant, Metro Transit will provide free transit passes to affordable housing operators to 1) measure the benefits to residents of affordable housing and 2) identify key barriers to long-term participation in the Residential Pass Program. Outcomes of this effort may include developing an affordable housing-specific version of the Residential Pass Program and/or working with affordable housing funders to include the Residential Pass as an eligible expense for reimbursement.

The second challenge is that many developers continue to include significant volumes of parking in their developments. Once this parking is built, building owners have an incentive to encourage their tenants to pay for and use that parking, which increases single-occupant vehicle trips and reduces transit use. To encourage the construction of fewer parking spaces, Metro Transit would use the funds provided by the grant to provide free transit passes for a limited time in exchange for building few or no parking spaces.

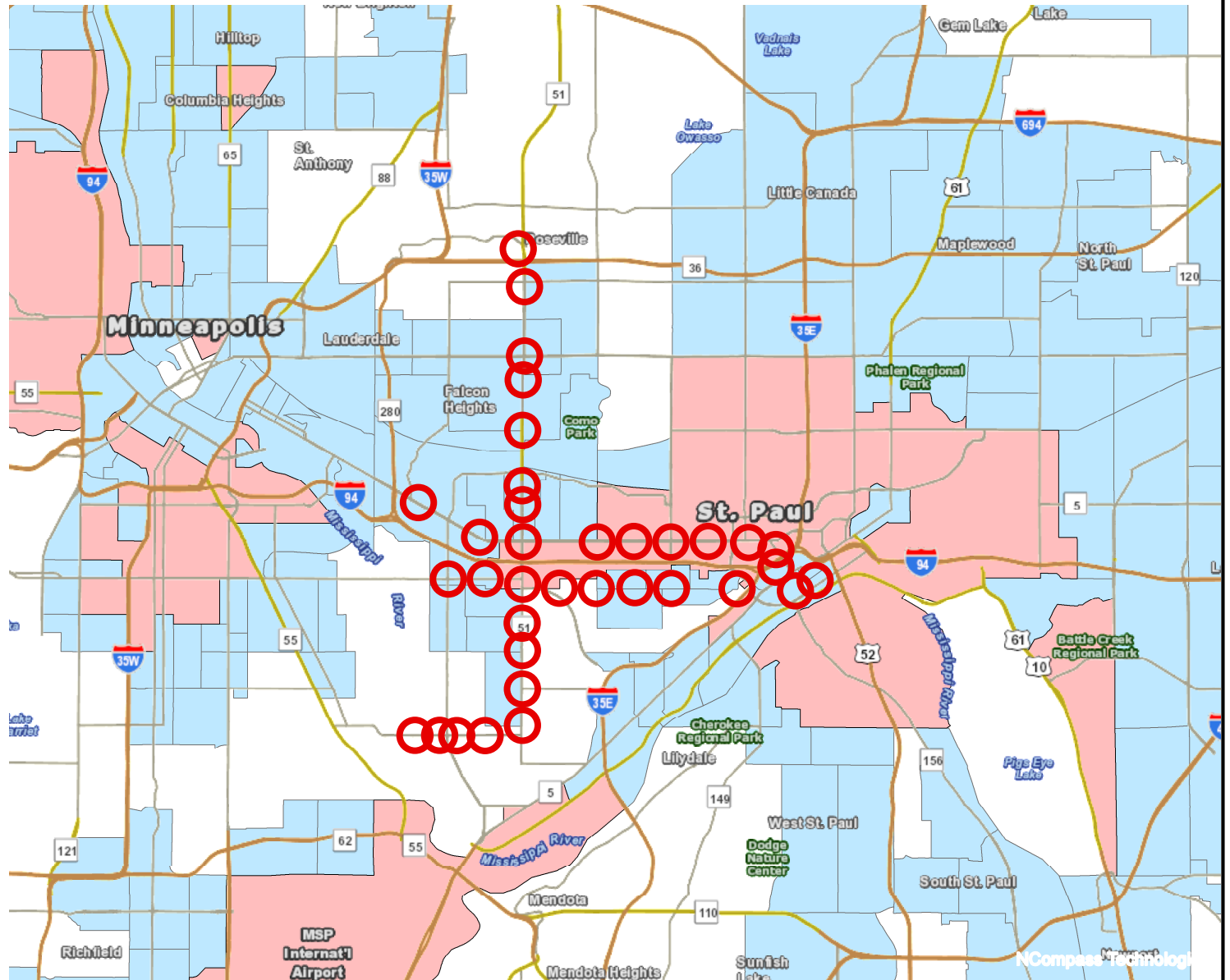
The final challenge is that apartment vacancies in the region are very low and existing apartment operators and owners have little incentive to pay for and provide additional amenities for their residents. However, during the pilot program we observed that demand for the program increased if nearby properties participated. Using the funds provided by this grant, Metro Transit would provide an incentive for participating in the program. Apartment owners and operators that execute a multi-year contract would receive transit passes at a reduced price for the first year. The intent of this incentive is to help apartment owners recognize the benefit of the program to residents, allow apartment owners and operators to gradually adjust their budgets to accommodate the pass price and increase awareness of the program across the region among transit customers, apartment owners, and apartment operators.

Socio-Economic Conditions

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 10363

Project located IN an Area of Concentrated Poverty.



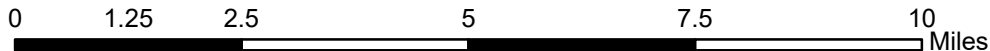
Points



Regional Environmental Justice Area



Area of Concentrated Poverty

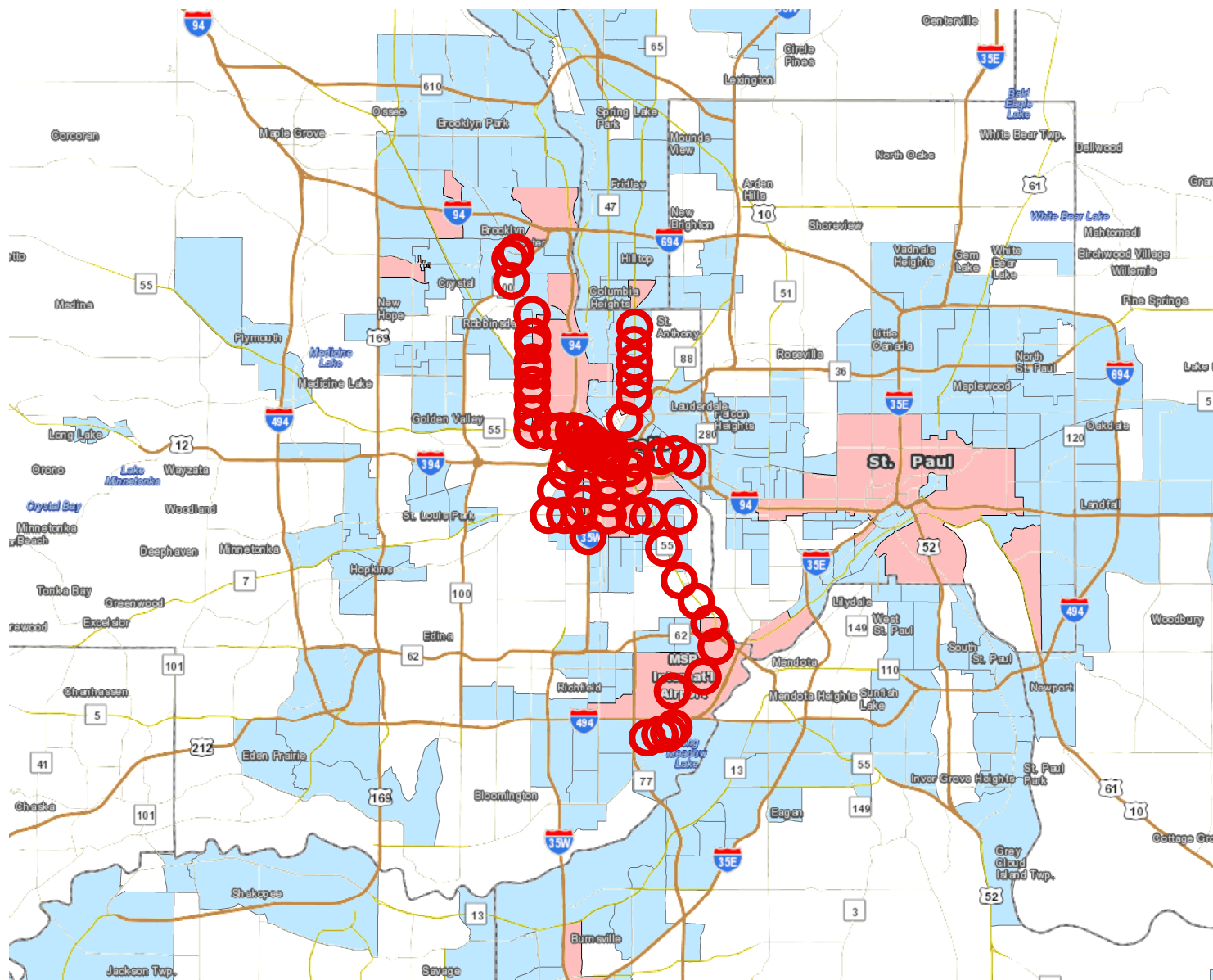


Socio-Economic Conditions

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 25764

Project located IN an Area of Concentrated Poverty.



Points



Regional Environmental Justice Area



Area of Concentrated Poverty

