



Application

17064 - 2022 Travel Demand Management (TDM)

17707 - Multifamily EV Carshare Pilot Project

Regional Solicitation - Transit and TDM Projects

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

Organization Information

Name: HOURCAR

Jurisdictional Agency (if different):

Organization Type: In-State not for profit
Organization Website:
Address: 1754 University Ave W

* **City:** St Paul **State/Province:** Minnesota **Postal Code/Zip:** 55104
City State/Province Postal Code/Zip
County: Hennepin
Phone:* 612-343-2277 Ext.
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PeopleSoft Vendor Number

Project Information

Project Name Multifamily EV Carshare Pilot Project
Primary County where the Project is Located Hennepin
Cities or Townships where the Project is Located: Richfield, Bloomington, Saint Louis Park, Minneapolis, Little Canada
Jurisdictional Agency (If Different than the Applicant):

In summer 2022, in partnership with Xcel Energy, HOURCAR will launch the Multifamily EV Carshare Pilot Project. This project will place 50 shared electric vehicles and charging infrastructure at 25 multifamily sites in the Twin Cities Metro, with a focus on service to qualified low-income sites. Construction of the charging infrastructure will be undertaken by Xcel Energy through its Multi-Dwelling Unit (MDU) Electric Vehicle Charging Pilot. Initial costs for the project are underwritten by a grant from the US Department of Energy.

Beginning in 2021, HOURCAR conducted a site selection process to identify the first five sites for the project. We designed a weighted scoring rubric to identify sites where the provision of carsharing would have high potential for generating mode shift away from single-occupant vehicles (SOVs) and toward multimodal transportation. To date, we have selected and signed contracts with five initial sites, all qualified low-income properties with at least 66% of units affordable at 60% of Area Median Income (AMI). Construction on the first five sites is set to begin in June 2022, and they should be fully operational by the end of the summer.

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

We recently opened the second tranche of the application process for the remaining twenty sites. We plan to have all sites selected and operational by early 2023.

While we have made tremendous strides, this is a challenging environment in which to launch such a project. We originally planned to have the first five sites constructed by January 2022, and all 25 sites complete and operational by January 2023; however, construction of the charging stations was significantly delayed by supply-chain logistics

issues. DOE funding for the project is set to expire at the end of 2023, at which point some sites will have been operational for less than a year. Without time to build an organic base of carshare users to support these new EV carshare hubs, and without ongoing funding to subsidize the cost of the vehicles, some of these sites may be at risk.

We are seeking support from the Regional Solicitation to extend this project for an additional two years and provide enhanced community engagement and outreach support. This will enable us to:

1. Extend the project manager position
2. Create additional staff capacity for community engagement
3. Pay for enhanced outreach/marketing to resident of the sites and surrounding area
4. Supplement lease costs of the 50 vehicles to keep the project financially viable

Regional Solicitation funding will give us the time and resources to develop a solid base of members at each site. This in turn will help make the project self-sustaining, as the member base will provide an ongoing source of program revenue to support the project.

(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.

CMAQ: Carsharing, Alternative Fuels and Vehicles

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 \$499,244.00

Match Amount \$124,811.00

Minimum of 20% of project total

Project Total \$624,055.00

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 HOURCAR unrestricted program revenue

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: 2025

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: II, III

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: Access to Destinations (2040 TPP 2.10)

Objectives:

- Increase the availability of multimodal travel options.
- Increase travel time reliability and predictability
- Increase the number and share of trips taken using transit, carpools, bicycling, and walking.
- Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically under-represented populations.

Strategies: C1, C3, C4, C11

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

Goal D: Competitive Economy (2040 TPP 2.26)

Objectives:

- Improve multimodal access to regional job concentrations identified in Thrive MSP 2040.
- Invest in a multimodal transportation system to attract and retain businesses and residents.

Strategies: D1, D3, D4

Goal E: Healthy and Equitable Communities (2040 TPP 2.30)

Objectives:

- Reduce transportation-related air emissions.
- Reduce impacts of transportation construction,

operations, and use on the natural, cultural, and developed environments.

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

- Provide a transportation system that promotes community cohesion and connectivity for people of all ages and abilities, particularly for historically under-represented populations.

Strategies: E1, E2, E3, E4, E7

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.

Minneapolis Climate Action Plan, p. 23:

- Reduce automobile vehicle miles traveled (VMT) in Minneapolis while improving accessibility, increasing transportation choices and promoting and accommodating equitable opportunity and growth.

Minneapolis Transportation Action Plan Strategy 2

- Increase access to shared mobility services by removing the barriers of physical ability, geographic placement, language, payment methods, income and technology and digital literacy.

- Increasing access to shared fleets is important for shifting travel behaviors and maintaining affordability.

List the applicable documents and pages: Unique projects are exempt from this qualifying requirement because of their innovative nature.

Technology 2.7

- Institute a process to consult with communities, grassroots coalitions and non-profits to evaluate existing services, envision and create new solutions to reduce barriers to shared mobility services that best suit the needs of low-income and underrepresented individuals."

<https://go.minneapolismn.gov/final-plan/technology/strategy-2>

St. Louis Park Climate Action Plan:

- Reduce Vehicle Miles Traveled (VMT): By 2030, VMT per person in St. Louis Park will be reduced by 12% from 2014 (p.28)
- Expand infrastructure for electric vehicle charging (p.28)
- Encourage reduced vehicle ownership (there are currently 1.4 vehicles per household) through education and incentives (p.29)
- Support and enable car sharing services such as HOURCAR, Zipcar, car2go, or any future reputable service (p.29)

Little Canada:

Little Canada's overall density and layout make it less appealing to provide high frequency transit service, meaning the even local routes in the city only come every 15 minutes at the busiest hours. Certain routes are even more infrequent, such as Route 223, which arrives every 90 minutes and only during the week. In addition, the majority of transit routes are either express or limited stop routes, making them useless for shorter local trips. (Comprehensive Plan, Transportation Chapter, p. 14)

Policy 4. Reduce dependence on automobile-oriented transportation by assigning higher priorities to the development of pedestrian/bicycle and transit facilities. (p. 23)

Policy 18: 18. Cooperate with the Metropolitan Council in efforts to create markets and introduce transit services in the City. (p. 23)

Richfield:

Climate Action Plan

Objective 3: Reduce city-wide transportation-related emissions and Vehicle Miles Traveled (VMT)

3.1 Share education with residents regarding electric and plug-in hybrid electric vehicle (EV/PHEV) incentives, financing, charging infrastructure (public and private), benefits, etc. (p. 7)

Bloomington:

Energy Action Plan

Transportation: Pursue all viable opportunities for promoting the elimination of vehicle emissions, including support for electric vehicles.
<https://www.bloomingtonmn.gov/pw/energy-action-plan>

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.

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 and Unique Project 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. 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	\$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.	\$624,055.00

Totals

Total Cost	\$624,055.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$624,055.00

Measure A: Project's Use of Existing Infrastructure

The Multifamily EV Carshare project will maximize impact by prioritizing sites where the addition of EV carshare has high potential for mode shift, tipping the balance toward transit, biking, and walking. We are focusing on qualified low-income sites in areas outside the urban core where residents are transportation cost-burdened, holding onto cars for a subset of trips that are difficult to service via other modes. We have developed a site selection scoring rubric that prioritizes three measures which are especially relevant to the project's role in the region's transportation system and economy:

1. "Proximity to Transit": Gives highest priority to sites that are located less than 1/4 mile from current BRT or LRT, planned BRT or LRT, or a high frequency bus route.
2. "Building use and proximity to additional uses": Prioritizes sites that have commercial uses (grocery stores, shopping, and services) and other multifamily sites located within walking distance (less than 1/4 mile away).
3. "Density of building": Prioritizes sites with greater than 200 units.

Response:

Using this rubric, we selected five sites in the initial round:

1. Blooming Meadows: on the Blue Line LRT, walking distance to MOA, 478 units
2. Seasons Park: on the Orange Line BRT, walking distance to groceries and light commercial, 422 units
3. Via Sol: on the SWLRT, walking distance to groceries, additional transit-oriented development underway, 217 units

4. Maya Commons: on Route 3 (high-frequency), shops and restaurants within walking distance on Como, 228 units

5. Garden Terrace: adjacent to Little Canada Transit Center, frequent bus service, groceries and shopping within walking distance, 76 units (plus other multifamily sites nearby).

(See our map: "Multifamily EV Carshare Sites-Transit")

By the end of 2023, we will select 20 more sites using the same scoring criteria, and place 50 shared electric vehicles at the sites.

With marketing and other support from the Regional Solicitation, we estimate that we will convert and sustain 750 new households as carshare members (=15 members per vehicle x 50 vehicles, see answer 2A below). Based on the findings of "Mobility and the Sharing Economy: Impacts Summary," an analysis of five carshare studies prepared by Susan Shaheen and Nelson Chan of the Transportation Studies Center at UC Berkeley, we estimate that over the two-year project period these 750 households:

1. Will shed or defer purchase of 550 personally-owned vehicles (every carshare vehicle replaces 9-13 personally owned vehicles)
2. Will reduce VMT by 27-43%, eliminating an estimated 6,622,560 miles in single-occupant vehicles via mode shift to transit, biking, and walking
3. Will save an estimated \$5,301,100 in

transportation costs (average annual savings for households that use carsharing is \$1,848 to \$5,220).

(Limit 2,800 characters; approximately 400 words)

Measure A: Average Weekday Users

Average Weekday Users

750

FHWA, in its "2020 CMAQ Cost-Effectiveness Update" (<https://bit.ly/3tWe8zm>), estimates carshare usership as follows: "For purposes of this analysis, it was assumed that each shared vehicle is used by fifteen owners of light duty vehicles" (p. 35). This aligns with HOURCAR internal data, which show that every carshare vehicle is used by an average 13.4 members each month. We use the FHWA figure as an "official" statistic.

Our project will place 50 shared electric vehicles at multifamily sites. We therefore calculate the expected number of average weekday users to be 750 (= 15 users x 50 vehicles).

It's important to quantify what it means for someone to be a "weekday user" of carsharing. It doesn't mean that the person is using the carshare vehicle every day; in that case, the user would simply be replacing one light-duty vehicle (LDV) trip with another. While there is an environmental benefit to replacing trips in internal-combustion engine (ICE) vehicles with trips in EV carshare, the main environmental benefit of carsharing lies in its ability to induce mode shift to transit, biking and walking.

Response:

FHWA's Cost Effectiveness Update describes the benefits of carsharing in precisely these terms: "Shared vehicles provide alternatives to reduce household LDV, and in some cases enable households to own fewer cars, both of which may result in decreases in VMT through eliminating some discretionary trips and mode shift to public transit" (p.35). HOURCAR internal data bears this out: each carshare user takes an average 3.2 trips per month in carshare vehicles. This suggests that carshare vehicles are used for occasional trips to hard-to-reach destinations, with most daily

commuting being accomplished by other modes.

A carshare "daily user" is thus someone who uses carshare a few times a month and relies on other modes for their daily transportation needs.

The benefits to these carshare users include:

1. Ability to live car-free: carsharing provides a way for people to have use of a car occasionally without needing to own one.

2. Access to hard-to-reach destinations/transporting cargo: carsharing enables people who rely primarily on transit, biking, and walking to take trips to destinations that are hard to reach by fixed route transit, or that require transporting heavy or bulky items

3. Cost savings: In "Mobility and the Sharing Economy: Impacts Summary" (<https://bit.ly/3NYSliP>), Susan Shaheen and Nelson Chan of the Transportation Research Center at UC Berkeley find that carshare users save an average \$154-\$435 a month on transportation costs. Averaging high- and low-end estimates, this means that the 750 carshare users will save \$220,875 a month, or \$2,650,550 each year. Since our project focuses on low-income households, this is a massive benefit.

(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:

Our Multifamily EV Carshare Pilot Project grew organically out of a process of community engagement during the leadup to the launch of Evie Carshare, our new one-way carsharing project in the urban core of the Twin Cities. We conducted a first-of-its kind community engagement project in 2019 and 2020. The project engaged 10 community-based organizations located in low-income and predominantly non-white neighborhoods where the new service was proposed to operate. These CBOs were constituted as a "Core Partner Council" to help us design features of the new system, identify barriers to access, and develop a plan to eliminate or mitigate these barriers. We prepared a community engagement report with findings and recommendations (<https://hourcar.org/community>). To the best of our knowledge, no other shared-mobility provider in the US has ever conducted such a process on similar scale or produced such a report.

Response:

As part of our engagement efforts, we worked with a number of low-income housing providers, including Aeon, CommonBond, and PPL. We heard repeatedly from these entities that there was a real need for increased transportation options at affordable housing located outside the urban core. In roughly the same timeframe, Xcel Energy approached us about partnering on a new project to bring charging infrastructure to multifamily sites. Xcel proposed to partner with us to pair charging infrastructure with shared electric vehicles at qualified low-income sites, so that the benefits of EVs could be made more broadly accessible. In partnership with the American Lung Association, we applied for and received startup funding for the multifamily project from the US Department of Energy.

As part of the site selection process, we performed community engagement and outreach at applicant sites. Our staff met with residents on-site and in person at community meetings and in other venues during the summer of 2021 to explain the proposed service and get feedback from residents. One potential barrier we heard about during our engagement efforts was customer service in language of origin. Although most potential users were comfortable navigating information on our website using Google translate or similar tools, there was a concern that it would be difficult to navigate customer service in spoken English during a stressful real-time event such as a crash in a vehicle. We responded to this by adding a translation service to our member services line, whereby members can request and receive real-time translation in their preferred language.

Our engagement and outreach efforts are ongoing. As an example, we are translating newsletter articles and other information into Spanish and Somali at sites where these languages predominate.

(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.

Our project provides significant health and other benefits to Black, Indigenous, and People of Color populations, low-income populations, and other specific populations, especially seniors, by providing flexible access to a vehicle for people who cannot afford to own one or otherwise do not have access to one.

Transportation is a social determinant of health. As the American Hospital Association's website states, "Each year, 3.6 million people in the United States do not obtain medical care due to transportation issues. Transportation issues include lack of vehicle access, inadequate infrastructure, long distances and lengthy times to reach needed services, transportation costs and adverse policies that affect travel" (<https://bit.ly/3v5f97D>).

Response:

During our community engagement process with low-income and BIPOC residents, participants consistently identified transportation needs that current options could not easily meet. These included traveling to critical appointments such as medical visits and job interviews. While many of these destinations could in theory be reached by transit, the trips took too long and the service was not necessarily reliable. For example, to ensure timely arrival to a thirty-minute medical appointment, residents described needing to take a half-day off work. In some cases, residents decided to forego the trip, degrading health outcomes and increasing downstream medical costs. Focus group participants consistently said that carshare would help meet their unmet transportation needs.

Another commonly identified need was lack of ability to visit friends and family outside the transit-served core. Focus group participants indicated

that it was difficult for them to travel to other cities within the Twin Cities Metro or outside it to visit friends and family. Carsharing makes these trips available and affordable, keeping these connections strong and supporting health and well-being.

Seniors are especially vulnerable to the health effects of social isolation. A 2020 study by the AARP Foundation and the United Health Foundation (<https://bit.ly/3xe4QRx>) found that seniors were at particular risk for social isolation during the pandemic. The study noted that "Key signs to identify if someone is at risk for social isolation are access to food, healthcare, transportation and other vital resources" (p. 8) For low-income seniors who do not own a car, carsharing can be a lifeline. One of our selected sites, Garden Terrace Apartments in Little Canada, is a low-income senior-living site.

The only adverse impact we are aware of is some temporary inconvenience while the EVSE are being installed. Construction may create some noise, dust, and temporary reduction of access for up to 3-5 days per site.

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

Measure C: Affordable Housing Access

Describe any affordable housing developments 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 projects 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.

Our project prioritizes placing shared EVs at multifamily sites with 50+ units that meet the Community Investment Program (CIP) qualification for low-income housing projects: at least 66% of units affordable at 60% of Area Median Income (AMI). Our scoring rubric for the application process gives highest consideration to such sites, with secondary consideration given to sites targeted at specific populations, such as low-income seniors. All five sites selected in the first-round application process meet the CIP low-income requirement (66% of units at 60% AMI), and two (Seasons Park and Garden Terrace) have 100% of units affordable at 60% AMI. We will continue to focus our efforts on affordable housing in the next round of applications, where we will select 20 more sites.

Response:

The Socio-Economic Conditions map for our application indicates that one site (Seasons Park) is located in an Area of Concentrated Poverty, with all other sites located in Regional Environmental Justice Areas. The map also indicates that there are 2,887 publicly-subsidized units located within a half-mile radius of the five selected sites. Our "Multifamily EV Carshare-Affordable Housing" map shows all the properties in the Metro area that meet our criteria (greater than 50 units, 66% affordable at 60% AMI). This map shows that there are many large low-income properties adjacent to the selected sites. This is by design; our scoring rubric prioritizes sites that have other multifamily sites located within a quarter-mile radius. The carshare hubs for the Multifamily EV Carshare Project will be publicly accessible, meaning that they will be located in areas that are open to the public (i.e., not underground parking or other areas restricted to residents), and the property owners have agreed to allow access for non-residents. These hubs will be community transportation access points, serving not only residents of the host sites, but also the

surrounding community.

Our project will provide affordable housing residents with access to shared EVs. Our community engagement process found that these residents are disproportionately unlikely to own a vehicle, and that for those who do, the vehicle is often unreliable. There is also a significant community benefit to the shared vehicles: during our focus groups, many residents expressed a desire to "give back" by being able to offer rides to others rather than always being the one asking for a ride.

Support from the Regional Solicitation will enable us to expand our outreach efforts beyond the host sites to the surrounding multifamily complexes. With this funding, we will be able to allocate the necessary staff capacity to building relationships with management at other sites, performing outreach, community engagement, and other awareness activities.

(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):

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.

1649777903766_HOURCAR Socio-Economic Conditions.pdf

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

Our project reduces congestion by focusing on sites with the highest impact: high-density multifamily complexes located near high-frequency transit and heavily congested roadways. By placing EV carshare hubs at these sites, we will create an additional layer of clean and affordable transportation that maximizes the potential for mode shift, enabling residents to take most of their trips via transit, biking, and walking, and use the carshare vehicles as a flexible option for destinations that either are not easily reached by fixed-line transit, biking, or walking, or require transporting cargo.

The five sites that have already been selected for the project are all proximate to congested Principal Arterials:

1. Blooming Meadows: MN-77
2. Seasons Park: I-494
3. Via Sol: MN-100
4. Maya Commons: I-35W
5. Garden Terrace: I-694

In the second tranche of the application process, we will continue to prioritize sites located near high-frequency transit and proximate to Principal and A Minor Arterials.

Carsharing has proven efficacy for promoting mode shift and reducing SOV trips. In its 2020 CMAQ Cost-Effectiveness Update (<https://bit.ly/3tWe8zm>), FHWA describes the impact of carsharing as follows:

Response:

"Carsharing projects offer access to vehicles owned and maintained by third parties (e.g., cities) for intermittent trips best served by LDVs (LDVs). Shared vehicles provide alternatives to reduce household LDV, and in some cases enable households to own fewer cars, both of which may result in decreases in VMT through eliminating some discretionary trips and mode shift to public transit." (p.35)

The Cost Effectiveness Update cites an established research base which demonstrates that the added convenience provided by carsharing for "intermittent trips best served by LDVs" enables fewer overall trips to be taken in SOVs than would otherwise have occurred in the absence of carsharing. Among the works cited is that of Susan Shaheen of the Transportation Research Center at UC Berkeley. In "Mobility and the Sharing Economy: Impacts Synopsis" (<https://bit.ly/37jVGbe>), a summary of five studies, Shaheen and her collaborators found that:

- each carshare vehicle put into service takes 9-13 vehicles off the road
- 50% of carshare users shed a vehicle or deferred an auto purchase
- most of the VMT shifted to transit, biking, walking, and batched or deferred trips.

This aligns with HOURCAR internal data, which indicates that 44% of members either shed a vehicle or defer an auto purchase during their membership. Averaging high- and low-end estimates of car-shedding, we estimate 550

residents will either shed a vehicle or defer an auto purchase (= 50 carshare vehicles x 11 vehicles shed), taking these vehicles off congested roadways.

(Limit 2,800 characters; approximately 400 words)

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	750
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	9075.0
CO Reduced	21689.25
NOx Reduced	1452.0
CO_{2e} Reduced	3326895.0
PM_{2.5} Reduced	45.375
VOCs Reduced	272.25

To answer this measure, we use an FHWA-adopted methodology for calculating emissions reductions from carsharing, with an additional calculation to capture the added benefit of using shared EVs.

The FHWA 2020 CMAQ Cost-Effectiveness Update (<https://bit.ly/3tWe8zm>) finds that carsharing has "strong cost effectiveness" for reducing the criteria pollutants CO, NOx, and VOC (pp. 1, 14, 35-38), and moderate cost effectiveness for reducing PM2.5 (pp. 5, 12). To arrive at this conclusion, FHWA uses the following methodology: "For purposes of this analysis, it was assumed that each shared vehicle is used by fifteen owners of light duty vehicles, fleet size of 500, and each participant reduces net annual VMT by 2500 to 4500 with average travel speed of 35 mph" (p. 37).

Response:

To calculate VMT reductions from carsharing with internal-combustion engine (ICE) vehicles, we use the methodology above adopted by FHWA. To refine this calculation, we:

- calculate on a per-vehicle basis at 15 users per vehicle
- take the mean of the high- and low-end VMT reduction estimates cited by FHWA (3,500).

Following FHWA, then, each carshare vehicle put into service reduces 52,500 VMT annually (= 15 users x 3,500 VMT reduced), or 144 VMT per vehicle per day.

The FHWA methodology anticipates the use of ICE carshare vehicles. An extra calculation is therefore

required to capture the benefit of substituting EVs. Based on our internal data, we estimate that each EV carshare vehicle will travel 18,834 miles annually, or 52 miles per day. Using the Argonne AFLEET Tool (<https://bit.ly/3xgwtt0>), with an electricity generation mix based on Xcel Energy's Upper Midwest mix (<https://bit.ly/3r6iqT4>), we found that using electric vehicles in place of ICE vehicles reduces GHG emissions by 72% (7.2 short tons GHG annually for ICE vehicles compared to 2 short tons for EVs). This is the emissions equivalent of reducing those 52 daily trip-miles by 72%, an effective reduction of 37.44 VMT per day.

We then combine the FHWA-proposed methodology with the adjustment for EV carshare vehicles as follows: 144 VMT (FHWA baseline) + 37.44 VMT (additional reduction) = 181.44 VMT reduced per EV carshare vehicle per day.

We entered this methodology into the scoring system as follows:

- Trips per day: we multiplied the number of vehicles by the number of members (50 vehicles x 15 members ea. = 750)
- Miles per day: we divided the number of miles per day by the number of members (181.44 miles ÷ 15 members = 12.1).

We also note that our shared EVs will produce zero criteria pollutants (CO, NO_x, PM_{2.5}, VOC) at the source. This is an especial benefit for BIPOC and low-income communities, which disproportionately suffer the ill effects of these pollutants due to their proximity to major transportation corridors.

(Limit 2,800 characters; approximately 400 words)

Measure A: Project Innovation

Our project represents a unique and innovative strategy for making the benefits of EVs available to low-income people living in a multifamily setting and supporting the buildout of EV charging infrastructure to help meet state EV adoption goals.

Minnesota has set an ambitious goal of powering 20% of light-duty vehicles (approximately one million vehicles) with electricity by 2030. The state's success so far, however, has been modest at best; according to MnDOT's EV Dashboard (<https://bit.ly/3uwDdBD>), as of December 2021 there were 15,063 battery electric vehicles (BEVs) and 8,835 plug-in hybrid electric vehicles (PHEVs) registered in the state. To achieve the state's goals and meet targets for GHG reductions, new paradigms are needed.

Response:

EV adoption faces a number of headwinds, especially the high upfront cost of the vehicles. Of the 28 EV models available in Minnesota today, only three (2 PHEVs and 1 BEV) have a MSRP below \$30,000. This cost puts EVs far out of reach for many consumers.

Membership in a carsharing program is akin to fractional ownership, whereby a high-value asset becomes accessible to a group of users on a shared basis without any one user being required to front the cost. As such, it represents an ideal strategy for making the benefits of EV technology more broadly and equitably accessible. Residents earning less than 50% of Area Median Income (AMI) are eligible for Access PLUS, our new qualified low-income rate structure, which offers one hour of driving credit and extremely affordable rates thereafter for just \$1 a month.

Our project also supports buildout of charging infrastructure at affordable housing sites, solving for a chicken-egg dilemma wherein consumers don't purchase EVs because they have nowhere to charge them, and property managers don't install chargers because no one has EVs. Xcel Energy invited us to partner with them on their MDU EV Service Pilot in order to increase participation by qualified low-income sites where EV ownership is low or nonexistent. To date, the only qualified low-income sites that have applied for Xcel's pilot have been the five sites we are partnering with to provide EV carshare vehicles. The buildout of charging infrastructure, necessary for the state to achieve its goals, will most likely require some provision for vehicles in a low-income context. Otherwise, charging infrastructure will remain the prerogative of homeowners and high-end renters, and EVs will remain stratified amongst the highest earners.

By facilitating the construction of charging infrastructure at these sites, making EVs affordably and accessibly available, and familiarizing residents with these vehicles, we are eliminating market barriers and moving the needle toward the state's EV adoption goals.

(Limit 2,800 characters; approximately 400 words)

Measure A: Organization's Experience and Resources

As Minnesota's original nonprofit carshare provider, HOURCAR has the staff capacity, experience, and technical expertise to execute this project. Since 2005, we have fulfilled our mission of connecting people to their communities with convenient, equitable, and sustainable multimodal transportation.

HOURCAR has a dedicated staff of 20, including a project manager for the multifamily EV carshare project, a member services call center, a fleet services team, and admin/support staff. We have established contracts and relationships already in place with local vendors. We have already developed the app and other technology necessary to operate this project.

Response:

In 2011, HOURCAR partnered with Xcel Energy and the City of Saint Paul to pioneer some of the first plug-in hybrids in the state (<https://bit.ly/3uneG1H>). We acquired our first EV over a year ago, and now operate a fleet of over 100 EVs. We've operated EVs in Minnesota winter and understand how they perform in extremely cold temps.

HOURCAR has an established history of serving diverse and low-income communities. HOURCAR has historically served diverse and low-income neighborhoods such as the Phillips neighborhood in Minneapolis and Frogtown in Saint Paul. With the launch of Evie Carshare, our service territory expanded into North Minneapolis and the Dayton's Bluff, North End, and Payne Phalen neighborhoods of Saint Paul.

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

Regional Solicitation funding will enable us to extend the project for an additional two years and enhance our community engagement and outreach efforts with added staff capacity and marketing support. This will solidify the project by increasing usership and program revenue, creating the conditions for long-term sustainability. We have invested in our site evaluation and selection process, and consider each site to have the potential to become self-sustaining. Our goal is to make these twenty-five sites self-sustaining from program revenue without the need for additional grant funding. HOURCAR has been operating on this social enterprise business model for nearly twenty years. We know how to open new carshare hubs, develop a member base in the surrounding area, and grow them to the point that they are self-sustaining from program revenue.

Response:

Our site hosts are also invested in the project and committed its success. As the letters of support from current site hosts demonstrate, they see the project as a valuable amenity to residents and want to see it continue. As part of our contract, site hosts have agreed to support outreach and engagement to residents about the EV carshare service.

If program revenue is not sufficient to support one or more of these hubs at the end of the Regional Solicitation funding period, we will attempt to negotiate a cost share arrangement with the site host(s). Site hosts are aware of our intent; our contract states that renewal may involve "[a]ddition of a cost share component should the revenues from the Service be insufficient to cover the operations and maintenance costs of providing the Service at the Site."

It is possible that some sites will not become self-

sustaining, and that the site hosts will not agree to cost share at a level that would allow these sites to continue. We therefore cannot rule out that some sites will not continue beyond the funding period. This is a pilot project, and an essential aspect of any pilot is the learning process as to what works and what doesn't. The project will provide valuable lessons and best practices that will enable us to replicate our successes and avoid mistakes. The overall project will continue even if a few sites prove not to be a good fit.

This project has great potential for replication throughout the Greater Twin Cities area. There is currently considerable interest in making the benefits of electric vehicles more broadly and equitably accessible. Major stakeholders like Xcel will continue to make investments in this area, providing tailwinds for growth. Prospects for expansion are strong.

Based on our previous track record, we have every confidence that this project will continue beyond the funding period and become a permanent feature of the HOURCAR program.

(Limit 2,800 characters; approximately 400 words)

Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	\$624,055.00
Enter Amount of the Noise Walls:	\$0.00
Total Project Cost subtract the amount of the noise walls:	\$624,055.00
Points Awarded in Previous Criteria	
Cost Effectiveness	\$0.00

Other Attachments

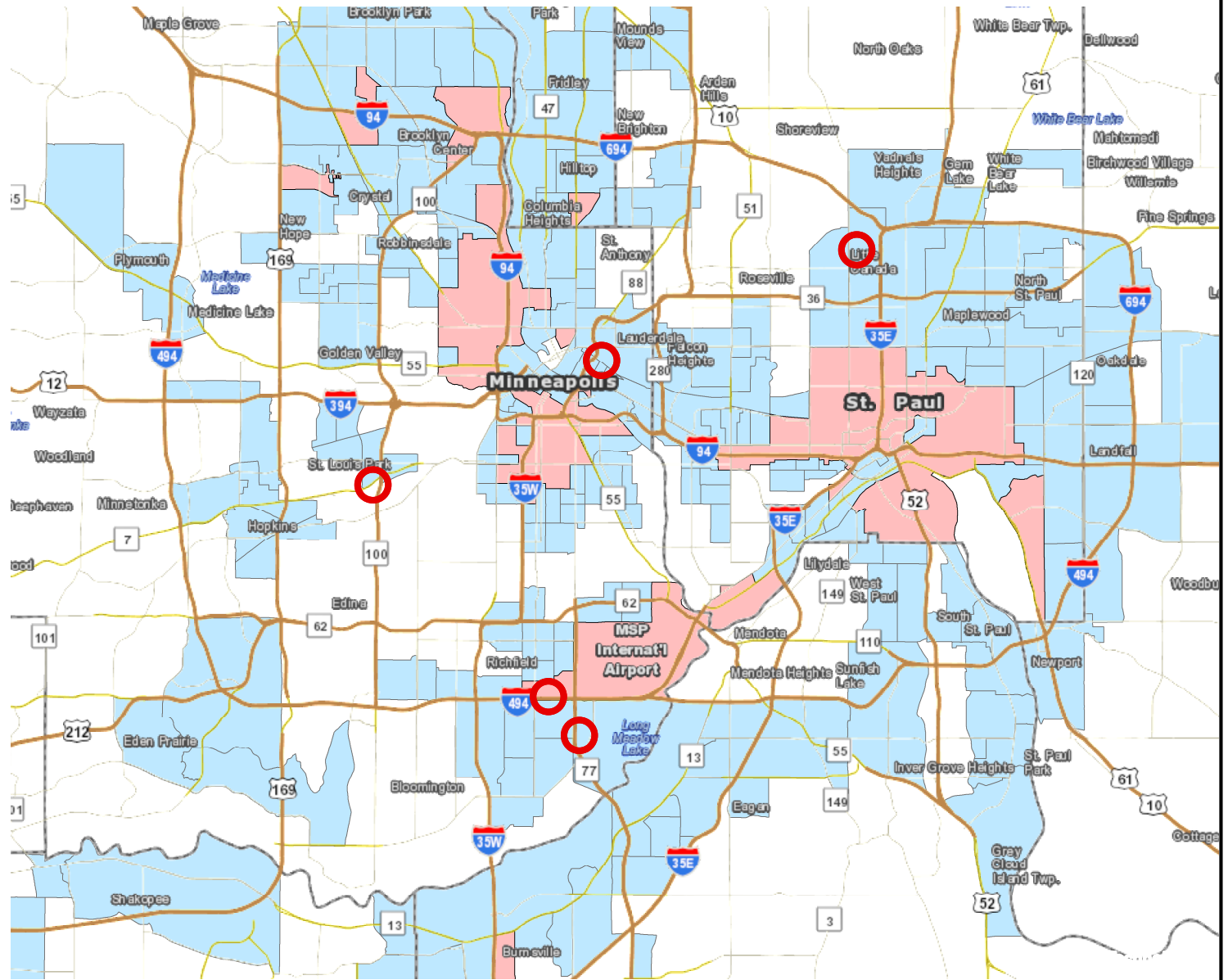
File Name	Description	File Size
HourCar - Aeon Support Letter.pdf	Aeon Letter of Support	76 KB
HOURCAR Letter of Support - Xcel_4.14.2022.pdf	Xcel Energy Letter of Support	112 KB
HOURCAR Letter of Support-CommonBond.pdf	Letter of Support from CommonBond Communities	81 KB
HOURCAR Regional Economy.pdf	Auto-generated map #2	5.0 MB
HOURCAR Regional Solicitation 2022 ALA LOS.pdf	American Lung Association Letter of Support	215 KB
HOURCAR Socio-Economic Conditions.pdf	Auto-generated map	5.3 MB
HOURCAR TDM Summary 2022.pdf	Project Summary	305 KB
HOURCAR-PPL_Support Letter.pdf	Project for Pride in Living Letter of Support	368 KB
HOURCAR-TDM Budget 2022.pdf	Project Budget	129 KB
Multifamily EV Carshare Sites-Affordable Housing.pdf	Map showing relation of selected sites to other affordable housing sites	747 KB
Multifamily EV Carshare Sites-Transit.pdf	Map showing relation of selected sites to transit	745 KB

Socio-Economic Conditions

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 2887

Project located IN an Area of Concentrated Poverty.



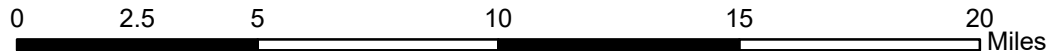
Points



Regional Environmental Justice Area



Area of Concentrated Poverty





April 13, 2022

Attn: Elaine Koutsoukos
Transportation Advisory Board Coordinator
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

Dear Ms. Koutsoukos,

On behalf of Aeon, we are writing to express support for HOURCAR's Multifamily EV Carshare Pilot Project. Aeon is a nonprofit developer, owner and manager of affordable homes. We own and manage nearly 6,000 affordable units that over 17,000 people call home. Part of our mission is to connect people to needed resources to stay in their homes. Transportation is just such an essential resource.

Aeon is partnering with HOURCAR to place shared electric vehicle hubs at two of its properties, Seasons Park and Blooming Meadows, which together comprise nearly 900 units of affordable housing. Residents of these sites often have limited transportation options. The flexibility of having two shared electric vehicles on-site at each of these properties promises to give residents more options, enabling them to access needed goods and services and supporting their overall health and well-being.

Aeon is committed to working with HOURCAR to ensure the success of this project. We wholeheartedly support HOURCAR's application to the Regional Solicitation for funding to provide enhanced community engagement and marketing support.

Thanks for your consideration of this worthy project. Please feel free to contact us with any questions.

Sincerely,

Kayla Gibbons
Director of Operations
kgibbons@aeon.org

Sue Hackett
Senior Portfolio Director
shackett@aeon.org



414 Nicollet Mall
Minneapolis, MN 55401

April 14, 2022

—Via Electronic Filing—

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

RE: LETTER OF SUPPORT

On behalf of Xcel Energy, I am writing in support of HOURCAR's application to the Regional Solicitation for its Multifamily EV Carshare Pilot Project. Xcel Energy is partnering with HOURCAR on this innovative project to bring EV charging infrastructure and shared electric vehicles to multifamily sites. Through our own Multi-Dwelling Unit (MDU) Electric Vehicle Service Pilot, Xcel Energy is supporting installation of charging infrastructure at low-income multifamily sites at no cost to the site host. As indicated in our initial filing to the Minnesota Public Utilities Commission, Xcel Energy plans to install charging infrastructure at sites where HOURCAR is providing shared EVs as part of this pilot (cf. <https://bit.ly/3xm1qw0> p. 8).

This partnership has been very valuable to Xcel Energy, as it has enabled us to attract applications to our MDU Pilot from a number of qualified low-income sites. Without the provision of HOURCAR's EV Carshare project, it is highly doubtful that these sites would have applied, given low EV ownership among residents. Our partnership with HOURCAR is thus enabling us to make the benefits of clean electrified transportation more broadly accessible.

We are enthusiastic about this partnership and committed to its success. We appreciate the Regional Solicitation's consideration of HOURCAR's proposal.

Sincerely,

/s/

TOM SANTORI
XCEL ENERGY
SENIOR EV PRODUCT MANAGER, CLEAN TRANSPORTATION



April 14, 2022

Attn: Elaine Koutsoukos
Transportation Advisory Board Coordinator
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

Dear Ms. Koutsoukos,

This letter of support is offered on behalf of HOURCAR's application to the Regional Solicitation for funding support for the Multifamily EV Carshare Pilot Project. We at CommonBond Communities enthusiastically support this project, which promises to provide a new transportation option for the residents of Garden Terrace Apartments, one of our senior living communities.

As a nonprofit developer and operator of affordable housing, CommonBond Communities' vision is that every person has a dignified, affordable home that supports independence and advancement within a flourishing community. We recognize the importance of reliable transportation to this vision; residents need good transportation options to achieve independence and advance toward their goals. Low-income seniors are at particular risk for loneliness and isolation, and a lack of transportation compounds this. We partnered with HOURCAR on the Multifamily EV Carshare Pilot Project because we recognized the enormous potential of the project to help our residents thrive.

We are committed to working with HOURCAR to make this project a success. Funding from the Regional Solicitation for additional community outreach and marketing will support this.

We appreciate your consideration of HOURCAR's request.

Sincerely,

Tina Sklors

Tina Sklors
Regional Property Manager

Totals by City:

Bloomington

Population: 16600
Employment: 32878
Mfg and Dist Employment: 3096

Edina

Population: 3211
Employment: 536
Mfg and Dist Employment: 45

Fort Snelling (unorg.)

Population: 0
Employment: 3025
Mfg and Dist Employment: 1780

Little Canada

Population: 7410
Employment: 7153
Mfg and Dist Employment: 1461

Minneapolis

Population: 32596
Employment: 66122
Mfg and Dist Employment: 8962

Richfield

Population: 15940
Employment: 2696
Mfg and Dist Employment: 389

Roseville

Population: 6924
Employment: 2024
Mfg and Dist Employment: 145

Shoreview

Population: 886
Employment: 173
Mfg and Dist Employment: 2

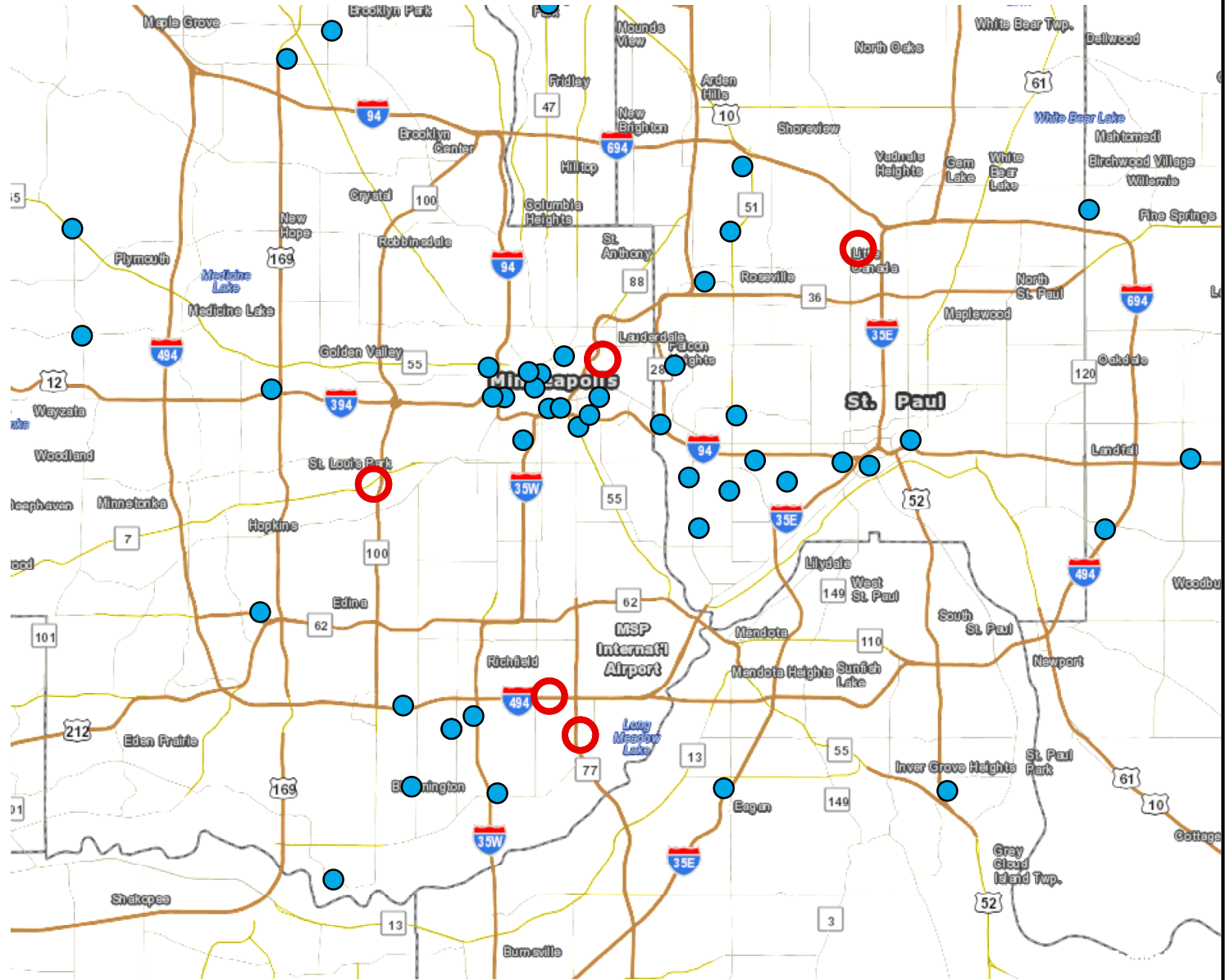
St. Louis Park

Population: 26800
Employment: 20686
Mfg and Dist Employment: 2447

Vadnais Heights

Population: 1113
Employment: 58
Mfg and Dist Employment: 0

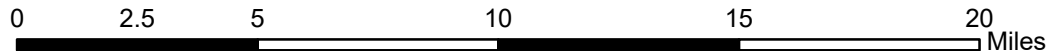
Travel Demand Management Project: HOURCAR Multifamily EV Carshare Project | Map ID: 1649431043880



Project Points



Postsecondary Education Centers



Created: 4/8/2022
LandscapeRSA5



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



Local Leadership Board

Chair

Mindee Kastelic

Chair Elect

Melissa Fors

Past Chair

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Directors

Steven Christopher

Susan Kratz

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Kaiser Lim, MD

Brandon Luhmann

Charlene McEvoy, MD

Andrew Mellin, MD

Randy Miller

Lin Nelson

Matthew Rudberg

Kathleen Skarvan

Ed Souter

Linda Wortman

April 12, 2022

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

Dear Ms. Koutsoukos,

On behalf of the American Lung Association in Minnesota, I write to express support for HOURCAR's application to the Regional Solicitation for its Multifamily EV Carshare Pilot Project. The project is an innovative approach to meeting needs in our community and strongly fits the intent of the CMAQ federal funding.

One of the Lung Association's strategic imperatives is to improve the air we breathe so it will not cause or worsen lung disease. While our state's air quality generally meets the current federal health standards, we know the impact of our air pollution disproportionately burdens some residents. Emissions from on-road sources, one of the largest sources of air pollution in Minnesota, has a greater impact on communities living near roadways and with Black, Indigenous, and other people of color who are more likely to have respiratory conditions such as asthma or COPD. The Minnesota Pollution Control Agency's "The Air We Breathe" report states, "In Minnesota, discriminatory housing policies, the placement of freeways in Black neighborhoods, and zoning and permitting decisions led to people of color being concentrated together with pollution sources. The result is air pollution that threatens higher health risks in areas where Black, Indigenous, people of color, and low-income residents live."

HOURCAR's Multifamily EV Carshare Pilot Project offers many benefits to the community that help to address these issues, including reducing tailpipe emissions, providing access to cleaner electrified transportation for those who cannot afford a vehicle or choose not to purchase one, and integrating well with existing transit systems.

Overall, the Multifamily EV Carshare Pilot Project seems well poised to reduce air pollution; provide availability to cleaner electric vehicles in communities that will benefit highly from them but are less likely to have access to them; and complement our region's transit system.

We appreciate your consideration of this worthy project.

Sincerely,


Jon Hunter

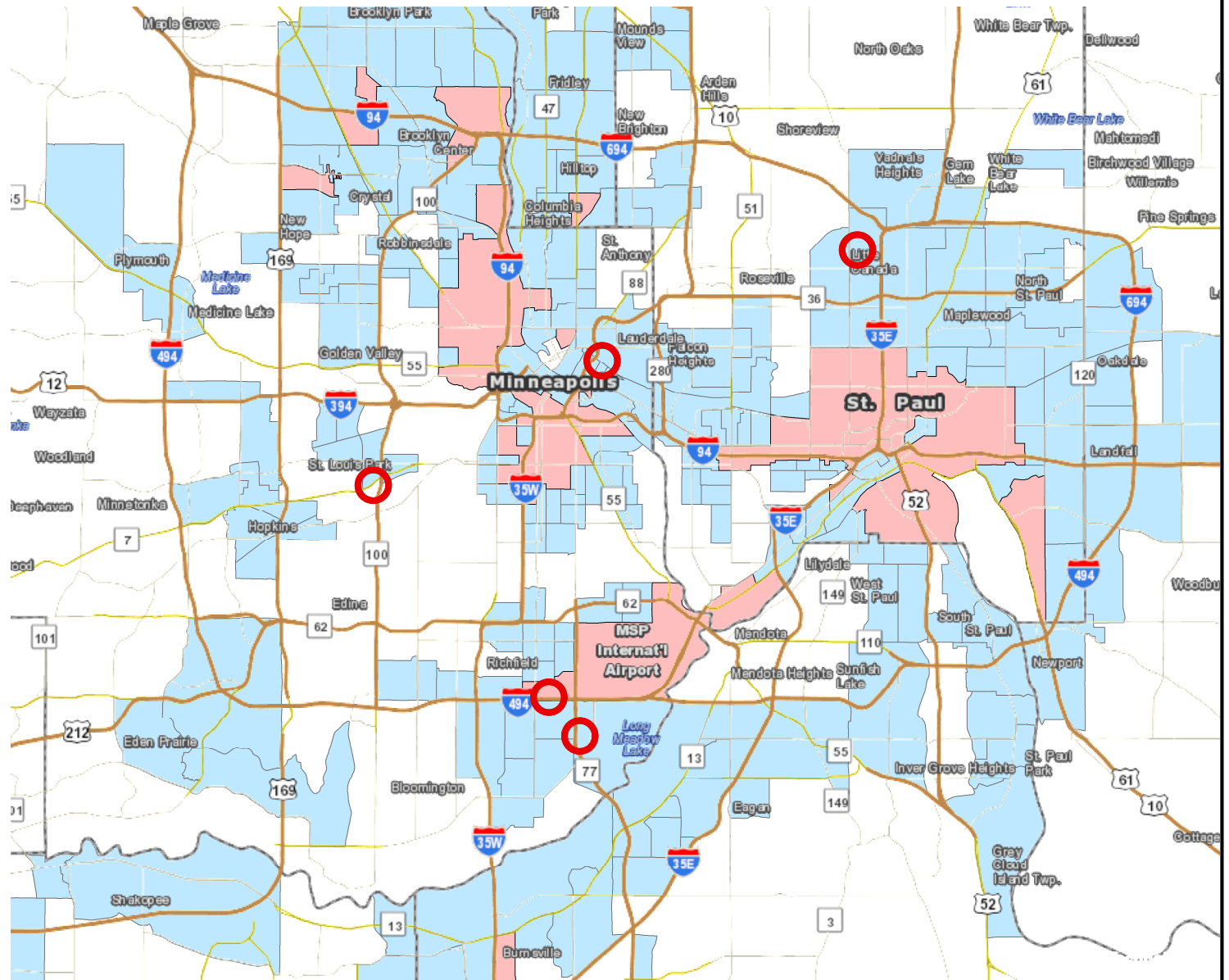
Senior Director, Clean Air

Socio-Economic Conditions

Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 2887

Project located IN an Area of Concentrated Poverty.



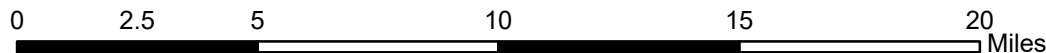
Points



Regional Environmental Justice Area



Area of Concentrated Poverty





Affordable
Accessible
Sustainable

PROJECT SUMMARY

Project Name: Multifamily EV Carshare Pilot Project

Applicant: HOURCAR

Project Location: 25 Multifamily sites (first five as seen on map below)

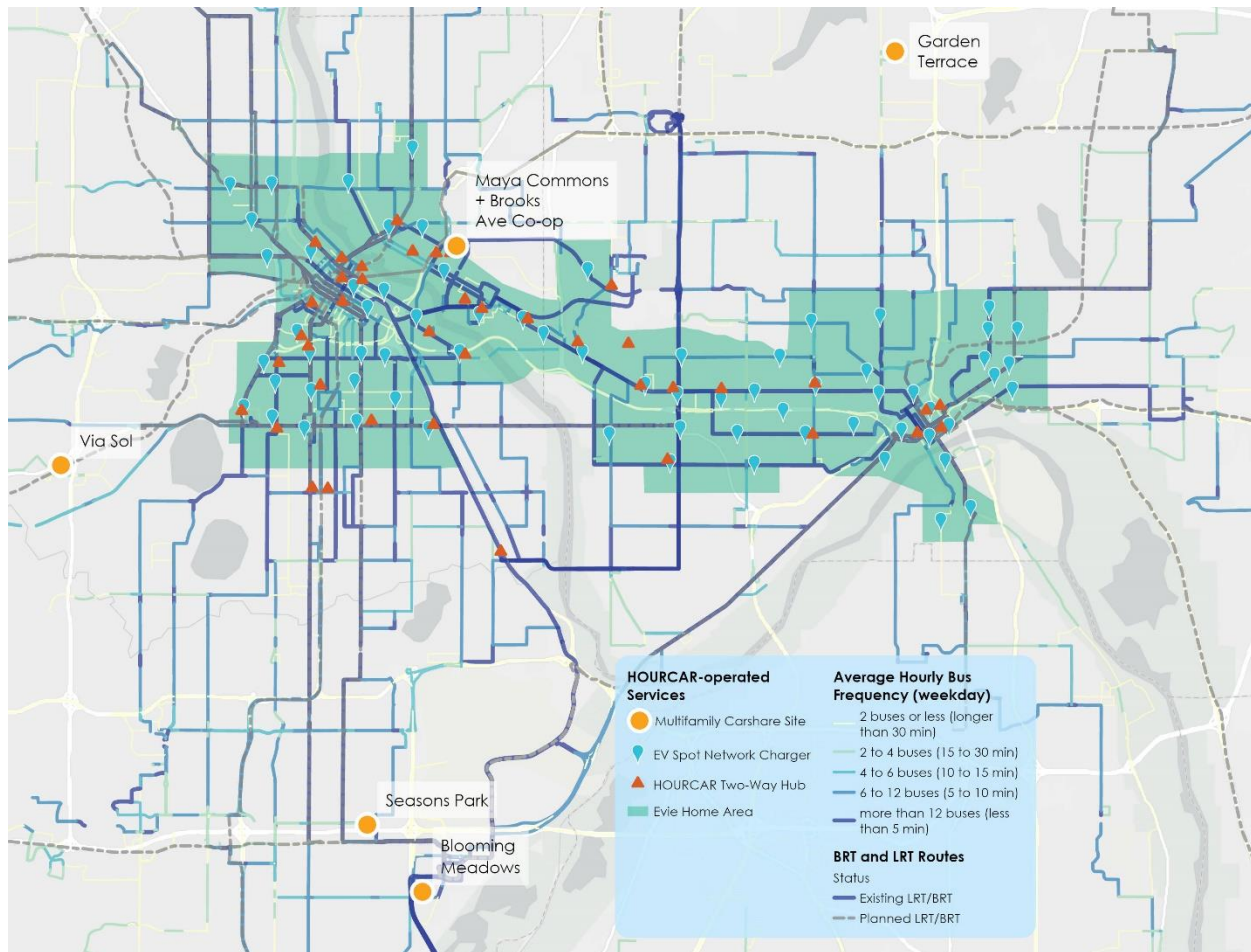
Requested Amount: \$499,244.00

Total Project Cost: \$624,055.00

Project Description

The Multifamily EV Carshare Pilot Project will place EV chargers and shared electric vehicles at 25 multifamily sites in the Greater Twin Cities area, with a focus on service to qualified low-income sites. The goal of the project is to provide a new clean transportation mode that complements transit and facilitates mode shift to transit and non-motorized modes.

Five sites have already been selected, as seen in the map below. All five initial sites meet low-income qualifying criteria. We plan to select 20 additional sites by the end of 2022.



The US Department of Energy is providing startup funding for the project. This funding is set to expire at the end of 2023. We are seeking funding from the Regional Solicitation to extend the project and provide enhanced community outreach and engagement. This will help ensure the project reaches its full potential and becomes self-sustaining in the long term.



PROJECT FOR PRIDE IN LIVING

1035 East Franklin Avenue
Minneapolis, MN 55404
P (612) 455-5100 F (612) 455-5101
www.ppl-inc.org

4/11/2022

Attn: Elaine Koutsoukos
Transportation Advisory Board Coordinator
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101

Dear Ms. Koutsoukos,

On behalf of Project for Pride in Living (PPL), I am writing to offer support for HOURCAR's application to the Regional Solicitation for funding to support the Multifamily EV Carshare Pilot Project.

PPL builds and manages safe, quality, affordable housing across the Twin Cities, with support services for residents to create stability and pride. Transportation is a key asset for residents seeking this stability. PPL is partnering with HOURCAR on this project by providing space at our Maya Commons site for an EV carshare hub with two electric vehicles. These vehicles will help residents get to job interviews, access healthcare, and meet other critical transportation needs.

PPL is committed to working with HOURCAR to make this project successful. We are also considering adding additional EV carshare hubs at other PPL sites in the upcoming round of applications. We see the value and benefit for our residents in having such a flexible and affordable transportation option located on-site.

It is our understanding that HOURCAR is applying for funds to provide additional outreach and marketing at multifamily sites. This seems like a good use of funds, and we support HOURCAR's application.

Thank you for considering this letter of support. Please let me know if I can answer any questions.

Sincerely Yours,

A handwritten signature in blue ink, appearing to read 'Brian Johnson', with a long, sweeping underline.

Brian Johnson
Project Manager
Project for Pride in Living
1035 E. Franklin Ave
612-455-5100



Project Budget

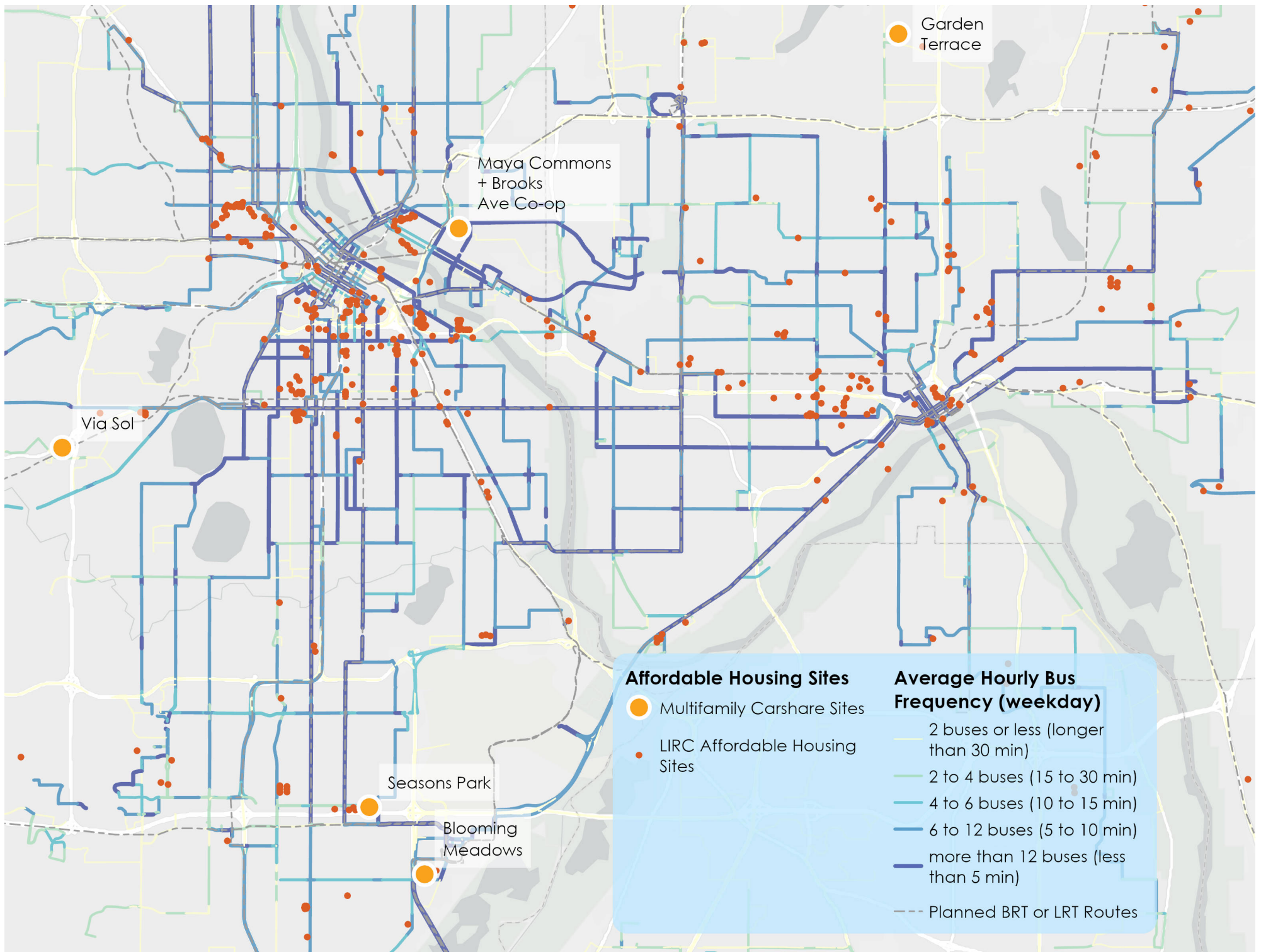
Multifamily EV Carshare Pilot Project

REVENUE

Regional Solicitation	\$	499,244
HOURCAR Unrestricted Program Revenue	\$	124,811
TOTAL	\$	624,055

EXPENSE

	2024	2025	TOTAL
Personnel			
Multifamily Project Manager (F/T)	\$ 69,973	\$ 69,973	\$ 139,945
Summer Intern (May-September)	\$ 11,196	\$ 11,196	\$ 22,391
Fringe (F/T EEs only)	\$ 17,493	\$ 17,493	\$ 34,986
Community Engagement/Marketing			
Direct mail campaigns	\$ 12,500	\$ 12,500	\$ 25,000
Events (food, swag)	\$ 15,000	\$ 15,000	\$ 30,000
Targeted digital/social media	\$ 22,500	\$ 22,500	\$ 45,000
Operations			
Electric vehicle lease supplement	\$ 135,000	\$ 135,000	\$ 270,000
General and Administration	\$ 14,183	\$ 14,183	\$ 28,366
Overhead	\$ 14,183	\$ 14,183	\$ 28,366
TOTAL	\$ 312,027	\$ 312,027	\$ 624,055



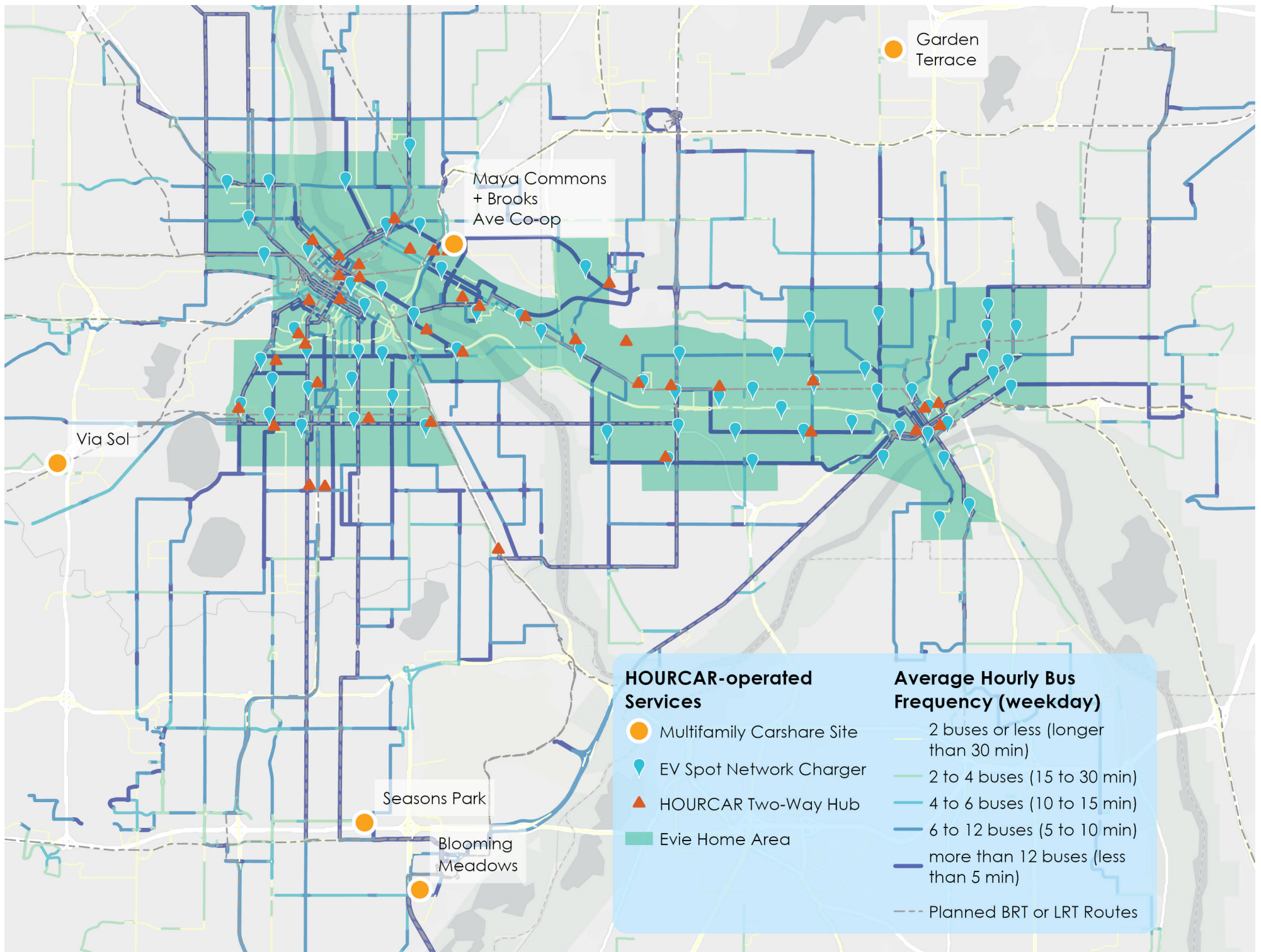
Garden Terrace

Maya Commons + Brooks Ave Co-op

Via Sol

Seasons Park

Blooming Meadows



Garden Terrace

Maya Commons + Brooks Ave Co-op

Via Sol

Seasons Park

Blooming Meadows

HOV 2+ Corridors

- Multifamily Carshare Site
- EV Spot Network Charger
- HOV 2+ Two-Way Hub
- Evie Home Area

Average Hourly Bus Frequency (weekday)

- 2 buses or less (longer than 30 min)
- 2 to 4 buses (15 to 30 min)
- 4 to 6 buses (10 to 15 min)
- 6 to 12 buses (5 to 10 min)
- more than 12 buses (less than 5 min)
- Planned BRT or LRT Routes