



Application

17088 - 2022 Unique Projects

17547 - 'True Impacts of Transportation' Public Education Campaign

Regional Solicitation - Unique Projects

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

Organization Information

Name: MOVE MINNESOTA

Jurisdictional Agency (if different): TRANSIT FOR LIVABLE COMMUNITIES

Organization Type: In-State not for profit
Organization Website:
Address: 2446 University AVE W
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Project Information

Project Name 'True Impacts of Transportation' Public Education Campaign
Primary County where the Project is Located Hennepin, Ramsey
Cities or Townships where the Project is Located: St. Paul, Minneapolis, and county-wide
Jurisdictional Agency (If Different than the Applicant):

The project 'True Impacts of Transportation' Public Education Campaign seeks to address a significant public information gap through an education campaign that informs consumers about their transportation choices (and the impact those choices have on family bank accounts and our community at large), provides a more comprehensive perspective on transportation, and helps people understand how their values relate to their transportation choices.

Misperceptions about different transportation are pervasive and widespread: from a lack of information about the direct and indirect costs of cars, to a lack of understanding about transportation planning, to unawareness of proven concepts like induced demand.

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

This is unsurprising given that most people are inundated with information from the automotive industry, which spent over \$17B on digital advertising alone in 2021, nearly 10% of all digital advertising dollars spent in the United States. The message the public receives touts the benefits (while minimizing costs and impacts) of car ownership and infrastructure. This creates hurdles to effective mode shift: with the existing understanding of transportation, people are inclined to keep their cars and generally aren't aware of the larger (often unintended) impacts.

The effects of these advertising campaigns are significant given the growing body of research that shows that people's decision making is a combination of rational, emotional, and cognitive bias--which means that internalized narratives such as "cars are essential to a successful life" are core to people's decisions to drive.

The opportunity here is profound and has significant potential: we can look to the success of education campaigns around the costs of healthcare, and see it is now commonly accepted knowledge that healthcare in the United States is expensive--and how with that knowledge comes an increase in consumers' inclination to act at individual and collective levels.

The secondary benefits of this education campaign (not just educating people, but educating them so they are moved to act to change their transportation behavior) are varied and positive: from reducing climate pollution; to changing the transportation patterns that drive decision-making around the built-environment; to improvements to the transit, biking, and walking systems that BIPOC communities disproportionately rely on.

This project will focus on Hennepin and Ramsey counties, which have both wide variety of cultural and linguistic communities and contain a number of distinct land use patterns typical of urban, suburban, and rural communities.

(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. N/A

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 \$768,100.00

Match Amount \$192,025.00

Minimum of 20% of project total

Project Total \$960,125.00

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 Individual donations, unrestricted net assets

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

County, City, or Lead Agency N/A (across Hennepin and Ramsey counties)

Zip Code where Majority of Work is Being Performed

For Construction Projects Only

(Approximate) Begin Construction Date

(Approximate) End Construction Date

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

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, p. 2.8: Access to Destinations:

- Objective A: Increase the availability of multimodal travel options, especially in congested highway corridors
- Objective D: Increase transit ridership and the share of trips taken using transit, bicycling, and walking
- Objective E: Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for underrepresented populations.

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

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

Goal E, p. 2.12-2.13: Healthy Environment

- Objective A: Reduce transportation-related air emissions
- Objective C: Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles

Strategy E1: Regional transportation partners will plan and implement a transportation system that considers the needs of all potential users, including children, senior citizens, and persons with disabilities, and that promotes active lifestyles and

cohesive communities. A special emphasis should be placed on promoting the environmental and health benefits of alternatives to single-occupancy vehicle travel.

Strategy E6, p. 2.13: Regional transportation partners will use a variety of communication methods and eliminate barriers to foster public engagement in transportation planning that will include special efforts to engage members of historically underrepresented communities, including communities of color, low-income communities, and those with disabilities to ensure that their concerns and issues are considered in regional and local transportation decision making.

Limit 2,800 characters, approximately 400 words

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

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

N/A (Unique Projects exemption)

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).

Traffic Management Technologies (Roadway System Management): \$500,000 to \$3,500,000

Spot Mobility and Safety: \$1,000,000 to \$3,500,000

Strategic Capacity (Roadway Expansion): \$1,000,000 to \$10,000,000

Roadway Reconstruction/Modernization: \$1,000,000 to \$7,000,000

Bridges Rehabilitation/Replacement: \$1,000,000 to \$7,000,000

Arterial Bus Rapid Transit Project: N/A to \$25,000,000

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

Multituse Trails and Bicycle Facilities: \$250,000 to \$5,500,000

Pedestrian Facilities: \$250,000 to \$2,000,000

Safe Routes to School (Infrastructure Projects): \$250,000 to \$1,000,000

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.

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.

(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

Date plan completed:

Link to plan:

Date self-evaluation completed:

Link to plan:

Upload plan or self-evaluation if there is no link

Upload as PDF

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

Measure 1: Innovation

A. Describe the new approach of the project to address existing and/or emerging challenge(s). Identify the challenge(s) that the approach is trying to address and discuss how the approach was developed (e.g., replicated from another region, created a new technology/idea). Also briefly describe the risk assessment of the innovation, any mitigation strategies to manage risks, and who will mitigate the risk, if needed.

Examples of challenges include:

This proposal seeks to address a significant public information gap through an education campaign that informs consumers about their transportation choices (and the impact those choices have on family bank accounts and our community at large), provides a more comprehensive perspective on transportation, and helps people understand how their values relate to their transportation choices.

The direct and indirect costs of car ownership and infrastructure have continued to rise in recent years. The averages of major car-related costs include:

--Cars themselves, about \$10,000 per year (AAA, 2021)

--Gas and gas taxes, about \$1,000 per year (EIA, 2021; FHWA, 2018)

--Insurance, about \$1643 per year in Minnesota (Bankrate.com, 2021)

--roughly \$1,000 per year in maintenance costs (The Balance, 2021)

--\$1,800 per year in attributable tax costs (Frontier Group, May 2015)

--\$383 in subsidies for free parking ('The High Cost of Free Parking'; U.S. Census Bureau)

--\$3092 in direct and indirect costs of sprawl (The New Climate Economy, 2015)

These total more than \$5000 in indirect annual costs--paid by everyone regardless of if they own a car--and an additional \$13,000 in direct costs. Yet, most people widely believe the myth that cars

Response:

aren't that expensive and that car users are the only ones paying for roads. Additionally, there is a lack of understanding of the basics of transportation planning among the general public, as demonstrated consistently in Move Minnesota's decades of community engagement. The public generally struggles to locate project websites, navigate the web of interrelated jurisdictional responsibilities, and track projects through protracted timelines that are often 5, 10, or even 20 years--by which time college students have completed their undergraduate degree, parents have put their children through school, and middle-aged workers have gone into retirement.

With so much information required to even begin to make sense of transportation projects, it's no wonder that people don't understand how their immediate experiences impact the transportation planning process and collectively shape infrastructure. Somewhere between a third and half of adults believe that building more vehicle lanes will "have a major impact on improving traffic" (Bloomberg, 2014) despite the wealth of data around the phenomenon of induced demand, which shows that new roads and lanes induce more driving, which leads to more delay, more emissions and ultimately more congestion (Smart Growth America, 2021).

This is unsurprising given that most people are inundated with information from the automotive industry, which spent over \$17B on digital advertising alone in 2021 (Statista, 2021), nearly 10% of all digital advertising dollars spent in the United States. The message the public receives touts the benefits (while minimizing costs and impacts) of car ownership and infrastructure. This creates hurdles to effective mode shift: with the

existing understanding of transportation, people are inclined to keep their cars and generally aren't aware of the larger (often unintended) impacts.

The effects of these advertising campaigns are significant given the growing body of research that shows that people's decision making is a combination of rational, emotional, and cognitive bias (World Bank Group, 2015)--which means that internalized narratives such as "cars are essential to a successful life" are core to people's decisions to drive.

Transportation Demand Management is effective at a 1:1 scale to help people shift their behavior, as shown through our work as the TMO for the City of Saint Paul and prior successfully- completed Regional Solicitation Innovative TDM projects. But TDM strategies are not scaled or equipped to address the larger narrative forces that underly these decisions.

The opportunity here is profound and has significant potential: we can look to the success of education campaigns around the costs of healthcare, and see it is now commonly accepted knowledge that healthcare in the United States is expensive--and how with that knowledge comes an increase in consumers' inclination to act at individual and collective levels.

(Limit 4,200 characters; approximately 600 words)

Measure 2: Environmental Impact

A. Describe how the project will improve regional air quality.

Applicants must describe their methodology for determining the project impact. Also, provide a description of the people/groups that will receive either direct or indirect benefits from the project. Examples of benefits include:

The air quality impacts of this project are a byproduct of education that reduces driving by influencing resident decision-making and behavior. Even as Metro Transit, Hennepin County, Ramsey County, and their cities are increasing the infrastructure that allows people to more safely and easily use other transportation methods, this work is being drowned out by the omnipresence of auto industry advertising.

Move Minnesota's education campaign will provide a series of traditional and new media touchpoints for residents of Hennepin and Ramsey counties targeted at growing their awareness of the costs and benefits of different kinds of transportation--and thus their inclination to change their behavior. Target behaviors include a reduction in single-occupant vehicle (SOV) trips, increase in multiple-occupant vehicle trips, increase in non-motorized trips, delay of car purchase, size-reduction of car purchase, or declining to purchase a car. To measure this change, Move Minnesota will engage in a pre-engagement public poll and a post-engagement public poll to gauge people's attitudes and decisions about different kinds of transportation. We will also reference the Metropolitan Council's Travel Behavior Inventory as a benchmark.

Response:

Sales and marketing experts typically rely on an average of 8-10 impressions per customer to result in a purchase or a behavior change (Salesforce, 2015): with a prospective car purchaser, there are up to 24 impressions or touchpoints to impact someone's final purchase choice (Dealerwebb, 2018)--creating both a challenge and an opportunity in terms of messaging.

Aside from education strategies, there are also changes to the built environment that can be powerful touchpoints to encourage behavior change and amplify educational messaging: the timeline of this project aligns well with the projected service launch for the METRO B Line, D Line, and E Line, as well as work across the Twin Cities metro to expand bike facilities and improve pedestrian access. Additionally, as we saw during the onset and early days of the COVID-19 pandemic, there is a significant appetite for avoiding car travel: bike sales in the United States increased 69% in 2020 compared with the previous year (Star Tribune, 2020) and creating an ongoing multi-year supply shortage (U.S. Census Bureau, 2021); about 1 in 4 workers in the U.S. are estimated to stay remote even in 2025, avoiding their prior car commutes (Apollo Technical, 2022).

(Limit 2,800 characters; approximately 400 words)

B. Describe how the project will contribute to climate change improvement. Explain how the project will reduce greenhouse gas emissions.

Transportation is the leading source of climate pollution in Minnesota and across the United States (MPCA, 2018). The climate impacts of this project are a byproduct of education that reduces driving and its negative externalities by influencing resident decision-making and behavior.

Response:

Through a widespread education campaign we will increase people's awareness of transportation options and impacts, leading to decisions that reduce driving and thus climate pollution--not just from gasoline, but from the wear-and-tear on brakes and roads (OECD, 2020). Additionally, less driving leads to an improved lifespan for our road infrastructure, reducing the climate impacts of resurfacing and reconstruction projects over time.

With 50-60% of vehicle trips just 3 miles or less (U.S. Department of Energy, 2018), there are significant opportunities to shift people from car travel to walking, biking, or transit as they receive education about the negative externalities of cars and the positive personal and societal impacts of walking, biking, and transit.

(Limit 2,800 characters; approximately 400 words)

C. Describe how the project will improve surface or ground water quality and management. Examples of improvements include:

Response:

The water quality impacts of this project are a byproduct of education that reduces driving and its negative externalities by influencing resident decision-making and behavior. In the short term, gasoline, wear-and-tear on brakes and rubber, and wear-and-tear on roads all have pollution impacts on stormwater runoff: reducing driving reduces this pollution. In the long-term, a significant impact can be made by reducing driving demand and thus demand for non-permeable surfaces. Impermeable surfaces contribute to a variety of problems, including increased run-off and pollution (Penn State Extension, 2020). As jurisdictions consider building or expanding roadways, the amount of driving on existing roadways is often used as a justification for the expansion. Additionally, transit, biking, and walking are all significantly more efficient in terms of space in the public right of way and amount of non-permeable surface required for people to move. By reducing the overall amount of driving and shifting people to sustainable modes, we can begin to interrupt the cycle of induced demand that is used as a faulty justification for additional roadway, and retain or expand permeable surface in the long term.

(Limit 2,800 characters; approximately 400 words)

D. Describe how the project will make other environmental improvements. Examples of other environmental elements include:

The environmental impacts of this project are a byproduct of education that reduces driving and its negative externalities by influencing resident decision-making and behavior. Reduction in driving is associated with a host of other environmental impacts beyond the ones named above, including:

-Reducing the noise pollution associated with cars and driving (European Environment Agency, 2021)

-Supporting density in land use types (EPA, 2016)

-Reducing the 1M+ annual incidents of wildlife-car collisions (FHWA, 2008)

-Reducing the water and air pollution that threatens wildlife and their surrounding environment (National Wildlife Federation)

Response:

(Limit 2,800 characters; approximately 400 words)

Measure 3: Racial Equity

A. Describe how the project will improve connectivity and access to places and opportunity for black, indigenous, and people of color (BIPOC) communities. Examples of improvements include:

This project's connectivity impacts for BIPOC communities are a byproduct of education that reduces driving and its negative externalities by influencing resident decision-making and behavior. This project is focused on Hennepin and Ramsey counties, which have a disproportionately high number of BIPOC residents and a lower number of white residents compared to the state average: Minnesota is 83% white, while Ramsey County is 74% white and Hennepin County is 67% white (U.S. Census Bureau, 2021).

Response:

Currently, non-car transportation options are treated as "fringe" (in the cases of walking and biking) or as a social service (in the case of transit) due to a confluence of factors around affordability of these modes, the use of cars as an economic status marker, and the United States' long history of racism that maintains the over-resourcing of white communities and the under-resourcing of BIPOC communities. The combined result of these factors is that BIPOC transit ridership is disproportionately high at 55% (Metro Transit, 2022) and that transit service is inadequately funded because it's seen as a service of last resort. By broadening ridership and increasing interest in and use of transit service, this creates a mutually-reinforcing cycle wherein there is demonstrated interest in and justification for robust, quality transit service (Vox, 2015). This has been shown in Metro Transit's own decision-making: an increase in ridership and potential riders on Route 11 led to an increase in service (Metro Transit, 2016). This will have significant impacts on BIPOC riders in terms of travel time: currently riders on 2 high-BIPOC-ridership lines waste a collective 1M hours per year because of inadequate service (Move Minnesota, 2020).

(Limit 2,800 characters; approximately 400 words)

B. Describe how the project will remove or lessen barriers to movement, participation, or cultural recognition. Examples of improvements include:

Response:

Prior to the project start, Move Minnesota will analyze its past community engagement efforts in the Twin Cities to determine how to incorporate culturally-competent and/or multi-lingual communications as part of its education campaign. Hennepin and Ramsey counties have a wide variation in linguistic and cultural communities. But existing education information on transit, biking, and walking is limited in languages other than English in Minnesota: even Metro Transit's own website, for example, consolidates limited transportation information for other languages into a single webpage on its site. Based on the communities in Hennepin and Ramsey County, Move Minnesota plans to do outreach to speakers in their native languages, including English, Somali, Hmong, and Spanish.

(Limit 2,800 characters; approximately 400 words)

C. Describe how the project will contribute to quality-of-life improvements for BIPOC communities. Examples of improvements include:

This project's quality of life impacts for BIPOC communities are a byproduct of education that reduces driving and its negative externalities by influencing resident decision-making and behavior. Reducing driving--and its corollary, increasing walking, biking, and transit--has a host of quality-of-life impacts on BIPOC communities.

BIPOC communities are disproportionately subject to vehicle crashes and air pollution due to the increased likelihood of location near highways. Racial covenants in housing were used across Minnesota to keep Black people and other people of color from purchasing property in areas that white people considered desirable until their prohibition in the 1950s, long after the damage was done (Mapping Prejudice Project). These racial covenants forced Black people and people of color to cluster their homes near highways, or in cases like the construction of I-94 through the Rondo community, were built purposefully through Black neighborhoods (IBID, 2020). The end result is that Black neighborhoods and neighborhoods of color were and still are disproportionately subject to poor air quality and a host of negative health outcomes associated with living near highways and areas with high vehicle volumes, while white people disproportionately reap the benefits of better air quality and access to resources.

Response:

Our education campaign will shift people away from driving and toward other modes, which subsequently will have positive impacts on quality of life through the following:

- improving public health by reducing overall driving and thus associated crashes, which disproportionately impact BIPOC communities (GHSA, 2021)

- increasing the amount of people walking and biking, which creates a safer walking environment (Injury Prevention, 2003)
- increasing physical activity (American Journal of Public Health, 2014)
- building community cohesion through increased walking (Ethnicity & Disease, 2019)
- reducing the air pollution that disproportionately impacts communities of color and causes significant and deadly respiratory health problems (MDH, 2013; CEED)

(Limit 2,800 characters; approximately 400 words)

Measure 4: Multimodal Communities

A. Describe how the project improves multiple non-single-occupant vehicle (SOV) modes within the system (e.g., transit, biking, walking, carpooling). Examples of improvements include:

This project's improvements to walking, biking, and transit are a byproduct of education that influences resident decision-making and behavior. A recent report from a Metro Transit workgroup notes that a major identified issue is that the decline in ridership due to the pandemic has made riders feel less safe, which has further impacts on ridership (Metro Transit, 2022). Similarly, people (especially women) report feeling unsafe when walking alone, with more than half of women avoiding public places that would put them alone due to feeling unsafe (YouGov, 2019). The obvious inverse is that having an abundance of people around creates a feeling of safety and an inclination to engage in certain activities or use public spaces. Simply put: the more people are out walking, the more people feel comfortable out walking and will walk. The more people are using transit, the more people feel comfortable using transit and will use transit. Therefore education that inclines people to those behaviors has a cumulative and cyclical effect.

Response:

In a relevant parallel, we see that when people are using or increasing their use of transit services, transit service is increased: Metro Transit's 2020-2022 service cuts are in large part because of ridership decreases, and the routes that have been maintained through their driver shortage are prioritized because of higher ridership. As stated on Metro Transit's own website, they adjust "service and trip times [to] match current ridership" (Metro Transit, 2022). This proportional decision-making response means that more riders results in more transit, which results in more riders, and so on.

These increases in transit, biking, and walking also have ripple impacts on jurisdictions: the more people are using transit, biking, or walking, the more jurisdictional interest there is in improving

those systems because residents express desire for expansion or improvements to the systems they use.

Beyond these improvements, use of one mode can influence use of other modes: people who use transit are more likely to walk or bike, showing that an increase in one mode will similarly have ripple effects on use of other modes (American Journal of Preventative Medicine, 2005).

(Limit 2,800 characters; approximately 400 words)

B. Describe the land use and development strategies that the project directly influences or supports that help create walkable, bikeable, and transit-friendly communities. Examples of strategies include:

This project's impacts on land use and development strategies are a byproduct of education that influences resident decision-making and behavior. The TPP Strategy E6 calls for using "a variety of communication methods and eliminat[ing] barriers to foster public engagement in transportation planning" with a focus on underrepresented communities. This project aligns with that strategy by providing broad education, which can help foster public engagement and thus have ripple effects on the built environment.

Response:

Similarly, an education campaign that conveys greater knowledge of transportation impacts and options can to increased densification in the long term. For example, in cities and communities where transit is seen as the most desirable way of getting around, housing is at a premium near transit stops-- a literal demonstration that those communities confer more value on that housing. This is visible in the Twin Cities region as well, with significant development along the Green and Blue lines, including along Southwest LRT, even though it is not yet built. This also occurs in significant developments along the Midtown Greenway, and through the marketing strategies like the naming of Velo Apartments (near the river trails and the Kenilworth bike trail) and Kolo Apartments (on the Bryant Ave bikeway), both of which have bicycles as their logos. When non-driving modes are seen as the attractive choice in a neighborhood or region, those societal understandings shape the infrastructure and land use of our communities.

As stated above, we also see that both individuals and jurisdictions can influence positive (or negative) feedback loops around certain modes. Increases in transit ridership result in service increases to specific transit routes. Decreases in demand for car

infrastructure and parking reduces the justifications for building more car infrastructure and parking. This in turn has long-term impacts on land use patterns as jurisdictions shift their thinking to more dense modes that support transit, biking, and walking.

(Limit 2,800 characters; approximately 400 words)

C. Describe how the project supports first- and last-mile solutions for people connecting to places they need to go. Describe the destinations the project will connect and their level of demand. Examples of strategies include.

In the short term, this project will not create new infrastructure or services for last mile trips, but instead will highlight the impact of different transportation options and--through that education and awareness--influence residents and workers to shift trips and use currently existing last mile solutions.

Response:

Our messaging will look to include specific highlights of last mile solutions, including area-specific walking infrastructure, shared use mobility, and other connections.

In the long term, shifts in modes will influence both service rates of non-automobile transportation options and will influence land use changes to close last mile gaps and create more opportunities for work and living in geographies where last mile connections are not a challenge.

(Limit 2,800 characters; approximately 400 words)

Measure 5: Regional Impact/Scalability

A. Describe the regional impact of the project. In the response, consider the following:

This project is focused on Hennepin and Ramsey counties. These counties have a population of 1.38M adults (age 18 or older). 90% of households in these counties have at least one vehicle. More than 80% of workers in the counties use a car or truck to get to work (Minnesota Compass). This means an estimated 1.11M-1.25M residents are potential targets of our education campaign.

Our draft education campaign calls for a mix of traditional media (such as billboards or newspaper ads) as well as new media (such as social media and digital ads) to account for ability to target specific residential, work, and travel geographies. These different platforms have different levels of efficacy and reach with particular audiences: billboards generate a high level of impressions (1M+ impressions) and will reach existing drivers of all ages and require broad educational appeal, while social media ads on particular platforms (84K impressions) will need be more focused on specific demographics and messaging but with a significantly lower cost. We will approach project information with a combination of educational breadth and depth to maximize our impact. Based on our project budget and scope, we anticipate generating 10-15M impressions across the Hennepin and Ramsey county area (an average of around 9-12 impressions per resident). As noted earlier in the proposal, sales and marketing experts typically rely on an average of 8-10 impressions per customer to result in a purchase or a behavior change (Salesforce, 2015). Exact numbers will be determined in partnership with our selected design and media partners, who can bring up-to-the-minute expertise to help target our education campaign most effectively.

Response:

(Limit 2,800 characters; approximately 400 words)

B. Describe the expandability of the project. If the project requires an adequate private market response, describe the characteristics of the market it could serve beyond the initial project. In the response, consider the following:

Response:

In addition to the wide variety of cultural and linguistic communities that call Hennepin and Ramsey counties home, they also contain a number of distinct land use patterns typical of urban, suburban, and rural communities. These land use patterns reflect both particular kinds of histories of transportation investment as well as different cultural expectations around transportation. By having a more focused campaign targeting counties that contain urban, suburban, and rural communities--and by engaging in pre, post, and ongoing evaluation--we can effectively test messages relative to their built environment and understand what kinds of messaging do or don't resonate within particular communities, and replicate those messages that are most effective across similar geographies and communities in the region and beyond. The lessons learned can easily be translated to other education campaigns conducted by Move Minnesota or other entities interested in pursuing this work in the region.

(Limit 2,800 characters; approximately 400 words)

Measure 6: Partnerships

A. Describe the number of stakeholder groups that have helped or will help develop the project and their role in the projects delivery. In the response, consider the following:

Move Minnesota draws on over two decades of community engagement to inform this project, work focusing largely on communities under-represented in transportation decision-making. These include geographies that are home communities of color (such as the Frogtown-Rondo neighborhoods of Saint Paul), youth (through our partnership with the Kitty Anderson Youth Science Center at the Science Museum of Minnesota), students (on campuses such as MCTC, Augsburg, Macalester, and St. Kate's), seniors and immigrants (such as those engaged through our Riverview Corridor outreach), and more. The lessons learned through our community engagement directly informed the visioning and scope of this project.

Response:

To create our education narrative and visuals, we will create and distribute an RFP to past and prospective design and media partners who can demonstrate the ability to implement an effective education campaign. Our RFP will evaluate contracted partners and proposals inclusive of the following:

- proven expertise in education campaigns or other relevant work

- cost-effectiveness of proposal

- demonstrated ability to communicate with specific cultural or linguistic groups, if applicable

- equity metrics (such as businesses that are BIPOC-owned, queer-owned, immigrant-owned)

We will also consider similar metrics when considering distribution targets for our education campaign.

(Limit 2,800 characters; approximately 400 words)

B. Identify the funding partners and amounts of local match provided.

As outlined in our project budget, Move Minnesota is pleased to have secured its local match in the form of unrestricted net assets and individual donations.

Response:

As a nonprofit, dollars received from individual donors are unrestricted. Additionally, we have prior earned income that has been set aside as unrestricted for use in projects.

We are currently not requesting any funds for this project from outside agencies or federal sources.

(Limit 2,800 characters; approximately 400 words)

Attachments

| File Name | Description | File Size |
|---|-------------------------------------|-----------|
| Regional Solicitation 2022 Unique Projects_Attachment A_1-page summary.pdf | 1-page Project Summary | 69 KB |
| Regional Solicitation 2022 Unique Projects_Attachment B_Budget.pdf | Project Budget | 18 KB |
| Regional Solicitation 2022 Unique Projects_Attachment C_Funding Memo.pdf | Local Match Memo | 94 KB |
| Regional Solicitation 2022 Unique Projects_Attachment D_Technical Documentation and Citations.pdf | Technical Documentation (Citations) | 111 KB |
| Regional Solicitation 2022 Unique Projects_Attachment E_Vendor Selection Memo.pdf | Vendor Selection Memo | 102 KB |

Project Name: 'True Impacts of Transportation' Public Education Campaign
Applicant: Move Minnesota
Project Location: Hennepin County, Ramsey County
Requested Award Amount: \$768,100
Total Project Cost: \$960,125

Project Description & Benefits

This proposal seeks to address a significant public information gap through an education campaign that informs consumers about their transportation choices (and the impact those choices have on family bank accounts and our community at large), provides a more comprehensive perspective on transportation, and helps people understand how their values relate to their transportation choices.

Misperceptions about different transportation are pervasive and widespread.

- Most people widely believe cars aren't that expensive and that car users are the only ones paying for roads, despite the fact that direct and indirect costs of car ownership and infrastructure have continued to rise in recent years, totaling more than \$5000 in indirect costs and additional \$13,000 in direct costs.
- There is a lack of understanding of the basics of transportation planning among the general public, amplified by protracted timelines that are often 5, 10, or even 20 years—by which time college students have completed their undergraduate degree, parents have put their children through school, and middle-aged workers have gone into retirement.
- People don't understand how their immediate experiences impact the transportation planning process and collectively shape infrastructure. Somewhere between a third and half of adults believe that building more vehicle lanes will "have a major impact on improving traffic" despite the wealth of data around the phenomenon of induced demand, which shows that new roads and lanes induce more driving, which leads to more delay, more emissions and ultimately more congestion.

This is unsurprising given that most people are inundated with information from the automotive industry, which spent over \$17B on digital advertising alone in 2021, nearly 10% of all digital advertising dollars spent in the United States. The message the public receives touts the benefits (while minimizing costs and impacts) of car ownership and infrastructure. This creates hurdles to effective mode shift: with the existing understanding of transportation, people are inclined to keep their cars and generally aren't aware of the larger (often unintended) impacts.

The effects of these advertising campaigns are significant given the growing body of research that shows that people's decision making is a combination of rational, emotional, and cognitive bias—which means that internalized narratives such as "cars are essential to a successful life" are core to people's decisions to drive.

The opportunity here is profound and has significant potential: we can look to the success of education campaigns around the costs of healthcare, and see it is now commonly accepted knowledge that healthcare in the United States is expensive—and how with that knowledge comes an increase in consumers' inclination to act at individual and collective levels.

The secondary benefits of this education campaign (not just educating people, but educating them so they are moved to act to change their transportation behavior) are varied and positive: from reducing climate pollution; to changing the transportation patterns that drive decision-making around the built-environment; to improvements to the transit, biking, and walking systems that BIPOC communities disproportionately rely on.

Move Minnesota

**2022 Regional Solicitation - Unique Projects - Project Budget | 'True Impacts of Transportation' Public Education Campaign
Program Years 2024 / 2025**

INCOME

| | |
|----------------------------------|---------------------|
| CMAQ Regional Solicitation Grant | \$768,100.00 |
| Individual Donations | \$35,000.00 |
| Unrestricted Net Assets | <u>\$157,025.00</u> |
| Total Income | \$960,125.00 |

Notes

Pending

EXPENSE

Direct Expenses

| | |
|---|---------------------|
| Salary & Benefits | \$176,649.92 |
| Executive Director (.1 FTE) | \$27,450.79 |
| Research & Policy Director (.1 FTE) | \$20,011.98 |
| Communications & Organizing Director (.3 FTE) | \$60,744.67 |
| Strategic Partnership Director (.1 FTE) | \$19,795.41 |
| Communications Coordinator (.4 FTE) | \$48,647.07 |
| Contracting and consulting - Creative & Advertising | \$100,000.00 |
| Research & Evaluation | \$54,600.00 |
| Rent/Utilities | \$15,375.08 |
| Marketing Campaign | <u>\$613,500.00</u> |
| Total Expense | \$960,125.00 |
| Net | \$0.00 |

Notes

Salaries and Benefits for staff - Direct Expenses only

Avg \$175/hr, approx. 580 hours - Direct Expenses only
Direct Expenses Only

Rent - Direct expenses only, Utilities - Direct plus 10% overhead
Communications, Materials & Event costs - Direct

| | |
|----------------------------------|--------------------|
| 2024-25 Overhead (Indirect Rate) | 10% |
| CMAQ Conditional Grant Total | \$768,100.00 |
| Overhead Expense - @ 10% | <u>\$76,810.00</u> |

April 12, 2022

Attn: Elaine Koutsoukos
Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

Re: Local Match for Regional Solicitation Application

Project ID 17547 ('True Impacts of Transportation' Public Education Campaign)

As outlined in our project budget, Move Minnesota is pleased to have secured its local match in the form of unrestricted net assets and individual donations.

As a nonprofit, dollars received from individual donors are unrestricted. Additionally, we have prior earned income that has been set aside as unrestricted for use in projects.

We are currently not requesting any funds for this project from outside agencies or federal sources.

Please don't hesitate to contact me with any questions or concerns. We would be happy to provide additional documentation as needed.

Thank you very much.

Sincerely,



Sam Rockwell
Executive Director

Project Name: 'True Impacts of Transportation' Public Education Campaign
Applicant: Move Minnesota
Project Location: Hennepin County, Ramsey County
Requested Award Amount: \$768,100
Total Project Cost: \$960,125

Supporting Technical Documentation for Data (Citations)

Project ID 17547 ('True Impacts of Transportation' Public Education Campaign)

Innovation

AAA, "[Your Driving Costs 2021.](#)" (2021)

U.S. DOT Federal Highway Administration, "[State & Urbanized Area Statistics.](#)" (March 2018)

U.S. Energy Information Administration, "[Retail gasoline prices rose across the United States in 2021 as driving increased.](#)" (January 2021)

Bankrate, "[Best car insurance in Minnesota for 2022.](#)" (December 2021)

The Balance, "[How Much Does Routine Car Maintenance Cost?](#)" (April 2021)

Frontier Group, "[Who Pays for Roads?: How the "Users Pay" Myth Gets in the Way of Solving America's Transportation Problems.](#)" (May 2015)

Donald Shoup, *The High Cost of Free Parking.* (March 2005)

Vox, "[Why free parking is bad for everyone.](#)" (June 2014)

U.S. Census Bureau, "[Census QuickFacts: United States.](#)" (July 2021)

The New Climate Economy "[Analysis of Public Policies that Unintentionally Encourage and Subsidize Urban Sprawl.](#)" (March 2015)

Bloomberg, "[The Surprising Politics of Traffic Solutions.](#)" (September 2014).

Bloomberg, [State of the City Poll.](#) (August 2014)

Smart Growth America, "[More highways, more driving, more emissions: Explaining 'induced demand.'](#)" (October 2021)

Statista, "[Automotive industry digital advertising spending in the United States from 2011 to 2021.](#)" (October 2021)

eMarketer, "[US Automotive Digital Ad Spending 2020.](#)" (September 2020)

On Think Tanks, "[The role of narrative change in influencing policy.](#)" (July 2016)

World Bank Group, "[World Development Report 2015: Mind, Society, and Behavior.](#)" (2015)

Environmental Impact

- Salesforce, "[Why it Takes 6-8 Marketing Touches To Generate a Viable Sales Lead.](#)" April 2015)
- Dealerwebb, "[Understanding the Digital Car Buyer's Journey.](#)" (June 2018)
- Star Tribune, "[Bicycle sales this spring continue to surge amid pandemic.](#)" (March 2021)
- U.S. Census Bureau, "[Surge in Demand Prompts Bicycle Shortages, Higher Prices.](#)" (June 2021)
- Apollo Technical, "[Statistics on Remote Workers That Will Surprise You \(2022\).](#)" (January 2022)
- Minnesota Pollution Control Agency, "[Greenhouse gas emissions data.](#)" (n.d., retrieved April 1, 2022)
- Organisation for Economic Co-operation and Development, "[Non-exhaust Particulate Emissions from Road Transport.](#)" (December 2020)
- U.S Department of Energy, Office of Energy Efficiency and Renewable Energy, "[Fact of the Week #1042, August 13, 2018: In 2017 Nearly 60% of All Vehicle Trips Were Less than Six Miles.](#)" (August 2018)
- Penn State Extension, "[Impermeable Surfaces Create a Multitude of Problems for Waterways.](#)" (May 2020)
- European Environment Agency, "[Noise pollution is a major problem, both for human health and the environment.](#)" (May 2021)
- Multiple authors, incl. U.S. Environmental Protection Agency, "[Land Use: A Powerful Determinant of Sustainable & Healthy Communities.](#)" (September 2013)
- U.S. Department of Transportation Federal Highway Administration, "[Wildlife-Vehicle Collision Reduction Study: Report To Congress.](#)" (August 2008)
- National Wildlife Fund, "[Threats to Wildlife: Pollution.](#)" (n.d., retrieved April 1, 2022)

Racial Equity

U.S. Census Bureau, "[Census QuickFacts: Minnesota.](#)" (July 2021)

U.S. Census Bureau, "[Census QuickFacts: Hennepin County, Minnesota.](#)" (July 2021)

U.S. Census Bureau, "[Census QuickFacts: Ramsey County, Minnesota.](#)" (July 2021)

Metro Transit, "[2021 Facts.](#)" (2022)

Vox, "[The real reason American public transportation is such a disaster.](#)" (August 2015)

Metro Transit, "[Route 11 joining Hi-Frequency Network.](#)" (March 2016)

Move Minnesota, "[Time Savings and ROI from B and D BRT Line Investments.](#)" (July 2020)

Injury Prevention, "[Safety in numbers: more walkers and bicyclists, safer walking and bicycling.](#)" (September 2003)

Ethnicity & Disease, "[Neighborhood Social Cohesion and Walking Limitations in Ethnically Diverse Older Latinos in the United States.](#)" (April 2019)

Mapping Prejudice Project, "[What are covenants?](#)" (n.d., retrieved April 1, 2022)

Mapping Prejudice Project, "[Freeways Minneapolis Black Population.](#)" (2020)

Governors Highway Safety Association, "[An Analysis of Traffic Fatalities by Race and Ethnicity.](#)" (June 2021)

American Journal of Public Health, "[Relation Between Higher Physical Activity and Public Transit Use.](#)" (May 2014)

Centers for Disease Control and Prevention, "[Healthy Places--Respiratory Health and Air Pollution.](#)" (n.d., retrieved March 1, 2022).

Center for Earth Energy & Democracy, "[Twin Cities Environmental Justice Mapping Tool.](#)" (n.d., retrieved March 1, 2022)

Minnesota Department of Health, "[Community Health Profile Information: Minneapolis Sites.](#)" (February 2013).

Minnesota Pollution Control Agency, "[Understanding Environmental Justice in Minnesota.](#)" (n.d., retrieved March 1, 2022)

Multimodal Communities

Metro Transit, "[Metro Transit Police Work Group Report.](#)" (February 2022)

YouGov, "[Most women say they regularly take steps to avoid being sexually assaulted.](#)" (March 2019)

Metro Transit, "[Quarterly service changes begin Saturday, March 26.](#)" (n.d., retrieved March 15, 2022)

American Journal of Preventative Medicine. "[Walking to Public Transit: Steps to Help Meet Physical Activity Recommendations.](#)" (2005)

The Journal of Transport and Land Use. "Do People Walk More in Transit Accessible Places?" p343-65. (2020)

Regional Impact/Scalability

Minnesota Compass, [Hennepin & Ramsey County Demographic Profiles.](#) (n.d., retrieved April 1, 2022)

Salesforce, "[Why it Takes 6-8 Marketing Touches To Generate a Viable Sales Lead.](#)" (April 2015)

April 12, 2022

Attn: Elaine Koutsoukos
Regional Solicitation Grant Program
Metropolitan Council
390 Robert Street North
Saint Paul, MN 55101

Re: Vendor Selection

Project ID 17547 ('True Impacts of Transportation' Public Education Campaign)

This is a description of how vendors and services will be selected for our project. To create our education narrative and visuals, we will create and distribute an RFP to past and prospective design and media partners who can demonstrate the ability to implement an effective education campaign. Our RFP will evaluate contracted partners and proposals inclusive of the following:

- proven expertise in education campaigns or other relevant work
- cost-effectiveness of proposal
- demonstrated ability to communicate with specific cultural or linguistic groups, if applicable
- equity metrics (such as businesses that are BIPOC-owned, queer-owned, immigrant-owned)

Move Minnesota will review no fewer than two responses for each RFP issued, and will follow all federal and local guidelines in selection of vendors.

Please don't hesitate to contact me with any questions or concerns. We would be happy to provide additional information as needed.

Sincerely,



Sam Rockwell
Executive Director