



Application

19832 - 2024 Travel Demand Management (TDM)  
20312 - Event Service Coordination Program  
Regional Solicitation - Transit and TDM Projects

Status: Submitted  
Submitted Date: 12/15/2023 2:56 PM

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### Primary Contact

Feel free to edit your profile any time your information changes. Create your own personal alerts using My Alerts.

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Middle Name

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**Department:** Programs

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

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### Organization Information

**Name:** MN VALLEY TRANSIT AUTH

**Jurisdictional Agency (if different):**

**Organization Type:**

**Organization Website:**

**Address:** 100 E HWY 13

**County:** \* BURNSVILLE City Minnesota State/Province 55337 Postal Code/Zip  
Dakota

**Phone:** \* 612-882-7500 Ext.

**Fax:**

**PeopleSoft Vendor Number** 0000003737A1

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### Project Information

**Project Name** Event Service Coordination Program

**Primary County where the Project is Located** Dakota

**Cities or Townships where the Project is Located:** Shakopee, Prior Lake, Savage, Burnsville, Apple Valley, Eagan, Rosemount

**Jurisdictional Agency (If Different than the Applicant):**

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

MVTA Event Services allow riders to park at an MVTA location and take an express bus ride directly to their location. It has proven to be a viable solution for traffic and parking issues, which increase during the large events that take place in the Metropolitan area. Those who attend local concerts, festivals, sporting events, and the like are recognizing the value of public transit and ridership continues to increase as a result. The Event Service Coordination Program will ensure new and existing riders receive the best experience. The program includes increased marketing, engagement materials, and the employment of Event Service Coordinator staff to facilitate existing Event Services and work with the community to identify new opportunities.

*(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.**

MVTA Event Service Coordination Program

*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*

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## 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** \$400,000.00

**Match Amount** \$100,000.00

*Minimum of 20% of project total*

**Project Total** \$500,000.00

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

**Match Percentage** 20.0%

*Minimum of 20%*

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

**Source of Match Funds** MVTA

*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:** 2026

*Select 2026 or 2027 for TDM and Unique projects only. For all other applications, select 2028 or 2029.*

**Additional Program Years:** 2025

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

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## For All Projects

**Identify the Transit Market Areas that the project serves:**

Emerging Market Area II, Market Area III, Emerging Market Area III, Market Area IV, Market Area V

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

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## 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**

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## Requirements - All Projects

### All Projects

1. The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2040 Transportation Policy Plan (2018), the 2040 Regional Parks Policy Plan (2018), and the 2040 Water Resources Policy Plan (2015).

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

Yes

2. The project must be consistent with the 2040 Transportation Policy Plan. Reference the 2040 Transportation Plan goals, objectives, and strategies that relate to the project.

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

Goal A - Transportation System Stewardship (Strategies A2, A3)

The proposed project will improve safety and mitigate congestion associated with event traffic. The program is responding to growing demand for public transportation to and from local events.

Goal B - Safety and Security (Strategies B1)

The proposed project will incorporate safety, B4 considerations when planning and coordinating event service. The project will also support Vision Zero by reducing SOV trips.

Goal C - Access to Destinations (Strategies C4, C11)

The program will promote multimodal travel options and alternatives to single-occupant vehicle travel. The event service program modernized transit service to meet growing demand, improve the customer experience, improve access to destinations, and maximize the efficiency of investments.

Goal D - Competitive Economy (Strategy D1)

The proposed project will ease congestion and connects and enhances communities.

Goal E - Healthy and Equitable Communities (Objectives C, D, Strategies E1, E2, E6).

The project will reduce transportation related air emissions by increasing ridership on transit routes and minimize the use of single occupancy vehicles.

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.

City of Burnsville 2040 Comprehensive Plan, Transportation Goals 1, 3, 4, 5, 6, and 8.

City of Eagan 2040 Comprehensive Plan, Transportation Goals 3 and 5.

City of Prior Lake 2040 Comprehensive Plan, Transportation Goals 3 (Access to Destinations), and 5 (Healthy Environment).

City of Rosemount 2040 Comprehensive Plan, Transportation Goals 3 (Access to Destinations), and 5 (Healthy Environment).

City of Savage 2040 Comprehensive Plan, Transportation Implementation Goals 3 and 5.

City of Shakopee 2040 Comprehensive Plan, Transportation Goals 1 and 2.

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 2024 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 future Regional Solicitation funding cycles, this requirement may include that the plan has undergone a recent update, e.g., within five years prior to application.

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: Yes

Date self-evaluation completed: 04/29/2020

Link to plan:

Upload plan or self-evaluation if there is no link. 1702610910624\_ADAPolicy\_FINAL-04292020.pdf

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. This includes assurance of year-round use of bicycle, pedestrian, and transit facilities, per FHWA direction established 8/27/2008 and updated 4/15/2019. 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
<b>Totals</b>	<b>\$0.00</b>

## 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
<b>Totals</b>	<b>\$0.00</b>

## 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
<b>Totals</b>	<b>\$0.00</b>

## 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.	\$500,000.00

## PROTECT Funds Eligibility

One of the new federal funding sources is Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT). Please describe which specific elements of your project and associated costs out of the Total TAB-Eligible Costs are eligible to receive PROTECT funds. Examples of potential eligible items may include: storm sewer, ponding, erosion control/landscaping, retaining walls, new bridges over floodplains, and road realignments out of floodplains.

**INFORMATION:** [Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation \(PROTECT\) Formula Program Implementation Guidance \(dot.gov\)](https://www.fhwa.dot.gov/transportation/protection/protect_formula_program_implementation_guidance.dot.gov).

**Response:**

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## Totals

Total Cost	\$500,000.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$500,000.00

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## Measure A: Project's Use of Existing Infrastructure

### Response:

MVTA's event service utilizes existing park and rides and transit station facilities for onboarding and offboarding of passengers, capitalizing on the parking capacity at these locations to alleviate traffic and parking congestion at event sites.

With a service location neighboring the Twin Cities and the sizable operation of MVTA, the agency is uniquely situated to make meaningful use of the nearly 6,500 combined parking capacity across the several transit stations and park-and-ride facilities it owns and operates within Dakota and Scott counties.

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

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## Measure A: Average Weekday Users

### Average Weekday Users

153

### Response:

While event service is skewed toward weekend ridership due to the nature of its offerings being geared toward sporting events, concerts, and weekend festivals and activities, MVTA has seen a significant increase in usage, nonetheless. MVTA has experienced over a 48% increase in ridership for special event service between 2022 and 2023 with record all-time ridership on services like the State Fair (110,718 rides) and the Renaissance Festival (48,393 riders). Large events like these give transit great exposure to the public. Staff and operators who assisted with event service often heard from riders that they loved having the event service as an option, and they greatly preferred it to the hassle of driving and finding parking at their location. Many of them were first time riders and were pleasantly surprised at how easy it was to use public transit.

The average weekday users calculation is based on 2023 event service weekday ridership of 73,421, and an assumption of another 50% increase in event ridership within the next 2-3 years leads to a forecasted additional 36,711 total weekday event service riders; divided by 240 weekdays in a year.

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

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## 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:*

- 1. What engagement methods and tools were used?*
- 2. How did you engage specific communities and populations likely to be directly impacted by the project?*
- 3. What techniques did you use to reach populations traditionally not involved in community engagement related to transportation projects?*
- 4. How were the project's purpose and need identified?*
- 5. How was the community engaged as the project was developed and designed?*
- 6. How did you provide multiple opportunities for Black, Indigenous, and People of Color populations, low-income populations, persons with disabilities, youth, older adults, and residents in affordable housing to engage at different points of project development?*
- 7. How did engagement influence the project plans or recommendations? How did you share back findings with community and re-engage to assess responsiveness of these changes?*
- 8. If applicable, how will NEPA or Title VI regulations will guide engagement activities?*

**Response:**

The MTA service area consists of 30% minority riders, 14.9% within 185% of the poverty threshold, 5.7% within 100% of the poverty threshold, 12% older adults (65+), and 25% youth populations (17-).

The Event Service Coordination Program is a direct result of the demand MTA has witnessed thus far in the introduction and 2023 expansion of special service offerings. This project serves to make community events more accessible by reducing barriers to participation, such as eliminating parking fees and the need for a personal vehicle.

The 2023 Minnesota Renaissance Festival is a unique example of how MTA partnered with the community to help ensure a beloved festival with over 300,000 annual attendees historically could move forward. MTA worked with the festival to create a plan including items such as bus lanes to bypass traffic, wayfinding signage, and ADA support. The county was pleased with the results, as the traffic issues were significantly reduced. This is a glimpse into the impact a comprehensive Event Service Program could make on our local communities.

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

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## **Measure B: Disadvantaged Communities Benefits and Impacts**

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

- ? pedestrian and bicycle safety improvements;*
- ? public health benefits;*
- ? direct access improvements for residents or improved access to destinations such as jobs, school, health care, or other;*
- ? travel time improvements;*
- ? gap closures;*
- ? new transportation services or modal options;*
- ? leveraging of other beneficial projects and investments;*
- ? and/or community connection and cohesion improvements.*

*This is not an exhaustive list. A full response will support the benefits claimed, identify benefits specific to Disadvantaged communities residing or engaged in activities near the project area, identify benefits addressing a transportation issue affecting Disadvantaged communities 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.*

- ? Decreased pedestrian access through sidewalk removal / narrowing, placement of barriers along the walking path, increase in auto-oriented curb cuts, etc.*
- ? Increased speed and/or cut-through traffic.*
- ? Removed or diminished safe bicycle access.*
- ? Inclusion of some other barrier to access to jobs and other destinations.*



**Response:**

The proposed project benefits all users of MTA, facilitating transit connections and ridership generation within and beyond the MTA Service area. The Event Service Coordination Program will foster connections and enhance ridership throughout the region and with neighboring communities by fulfilling a need and increasing demand for public transit options to community events.

Benefits include travel time improvements and reduced congestion to local festivals, sporting events, concerts, and other activities. It allows cost-effective access to community engagements, without the need for a personal vehicle, parking fees, and additional fares and limitations. It fosters community connection and cohesion for all community members by increasing attendance and reducing barriers of participation in community activities.

This project poses no recognizable negative impacts to Black, Indigenous, and People of Color populations, low-income populations, children, people with disabilities, youth, and older adults.

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

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

- ? specific direct access improvements for residents*
- ? improved access to destinations such as jobs, school, health care or other;*
- ? new transportation services or modal options;*
- ? and/or community connection and cohesion improvements.*

*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.*

**Response:**

There are a total of 4,284 publicly subsidized rental housing units in these census tracts within a half mile and the project is located in an area of concentrated poverty.

This program would provide enhanced community connection and cohesion as residents are provided a viable and affordable option to network and be involved in community happenings.

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

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### **Measure D: BONUS POINTS**

**Project is located in an Area of Concentrated Poverty:**

Yes

Project's 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): Yes

Upload the 'Socio-Economic Conditions' map used for this measure. 1702649511014\_Event\_Service\_Coordination\_Socio\_Econ\_Map.pdf

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

Response:

The Minneapolis-Saint Paul metropolitan area is a bustling community that hosts many concerts, sporting events, fairs, and festivals. However, many major Minnesota facilities are not well-equipped for parking and cannot accommodate the amount of people traveling. Public transit is a critical element in mitigating the impacts of traffic congestion and vehicle overcrowding in the metro area.

Offering a robust event transit service reduces SOV trips and alleviates congestion for a multitude of events throughout our communities. Minnesota's state fair is the second largest in the country, admitting 1.8 million attendees in 2023 in its twelve days open, even with record heat this year. The Minnesota Renaissance Festival, held within MVTa's service area in Scott County, is the third largest in the country with over 300,00 attendees each year and was at risk of losing its license over traffic and parking concerns. MVTa worked with community members to produce viable solutions to ease these concerns and highlighted what a comprehensive event service program could continue to accomplish.

From popular concerts (Taylor Swift, Beyonce), to college and professional sporting events, MVTa is well-positioned to provide solutions to traffic congestion and reduce SOV trips by the thousands.

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

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### Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	236
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	2855.6
CO Reduced	6824.884
NOx Reduced	456.896
CO <sub>2e</sub> Reduced	1046862.96
PM <sub>2.5</sub> Reduced	14.278
VOCs Reduced	85.668

Response:

This calculation is based on 2023 event service total ridership of 172,121 and an assumption of another 50% increase in overall event ridership within the next 2-3 years with these efforts and resources, which leads to a forecast of an additional 86,060 rides. Divided by 365 days, the anticipated one-way trips reduced is 236.

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

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### Measure A: Project Innovation

**Response:**

MVTA Event Services offer connections from our core member cities, as well as regional connections that bring in new riders from across the Minneapolis-Saint Paul metropolitan area. These services target community members and potential riders, especially new riders or those who may be unfamiliar with taking public transportation.

MVTA's innovative event service approach in 2023 proved that the appeal of public transit, and especially gaining ridership, weighs heavily on experience. This is particularly true for those who have other transportation options.

One of the strategies of this program is to make event service riders feel our service is part of their overall event experience. The fun and excitement do not begin when you enter the arena, but when you step foot on our buses. Riders see unique head signs, hear the music of their favorite artists, and engage in conversation with fellow fans. All MVTA event services will have distinct marketing tactics catered to the target audience, but our approach to highlight the fun and excitement will shine through all events to portray a consistent campaign.

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

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## Measure A: Organization's Experience and Resources

**Response:**

MVTA's event service initiative to date has led to increased ridership and greater public awareness of our agency. In comparison to 2022, MVTA has seen over a 48% increase in ridership for special event service, and with this campaign we saw record all-time ridership on services like the State Fair (110,718 rides) and the Renaissance Festival (48,393 riders).

MVTA has proven an ability to execute on these high-demand services, but requires additional funding to build on these efforts, support the added service, and maintain the momentum for, and with, our communities.

*(Limit 1,400 characters; approximately 200 words)*

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## Measure B: Project Financial Plan

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

*25 Points*

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

*15 Points*

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

*0 Points*

**Response:**

MVTA is committed to funding event services, understanding that the demand will continue to grow. This is a critical component in the future of public transit and an opportune introduction for event-only riders to convert into regular customers for their everyday transportation needs.

MVTA allocates funding each year for event services and will continue to do so, recognizing the role this service plays for its communities.

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

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**Measure A: Cost Effectiveness**

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

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**Other Attachments**

File Name	Description	File Size
07_Event Service Coordination Program Letter of Commitment.pdf	MVTA Letter of Commitment, Local Match	79 KB
Event Service Coordination Program Summary.pdf	One-page summary of the Event Service Program.	202 KB
MVTA Service Area.pdf	Map highlights MVTA Service Area. Project scope is applicable to the entire area.	921 KB
_LOS_Event Coordination Program.pdf	Community Letters of Support	316 KB



**Minnesota Valley Transit Authority**

# ADA Policy

## I. ABOUT THE POLICY

Minnesota Valley Transit Authority (MVTA) Policy on Accessibility and Compliance with the Americans with Disabilities Act of 1990 and related State of Minnesota Statutes as Amended, December 10, 2014.

It is the policy of the MVTA to implement the legal requirements of the Federal and State governments in a manner so as to meet the following goals:

1. To encourage individual and dignified use of the transit system with minimal assistance from transit system employees, contractors, and other users.
2. To expedite the safe and efficient boarding, transporting, and alighting of all passengers, regardless of mobility status.
3. To adapt to a wide range of mobility aids within the physical limitations of current vehicles and available commercial standard equipment.
4. To minimize any potential damage to mobility aids from the onboard securement system.

To accomplish this policy, the following specific actions have been adopted the 28<sup>th</sup> day of June, 2006, revised the 24<sup>th</sup> day of January, 2007, revised the 31<sup>st</sup> day of October, 2012, revised the 10<sup>th</sup> day of December 2014 and revised on the 29<sup>th</sup> day of April 2020.

## II. APPLICATION OF POLICY

This policy applies to MVTA services, facilities, and vehicles. This includes all contracted services operated by other private and public operators. This policy is not intended to suggest or require compliance by other operating entities, including Metro Transit, other Metropolitan Council general public service providers, or Metro Mobility and its contracted agencies and operators.

## III. FACILITY AND VEHICLE DESIGN REQUIREMENTS

All MVTA facilities and vehicles shall meet or exceed the minimum requirements for accessibility, including but not limited to 49 CFR Parts 27, 37, and 38, MN Stat. Ch. 299A, and MN Rules Ch. 7450. MVTA shall exceed the minimum requirements in the following way(s): All transit vehicles shall be equipped with two forward-facing securement positions, including those vehicles 22 feet long and under. Transit vehicles may be equipped with one or more combination positions which shall provide a compliant forward-facing position and a rear-facing position which need not include a compliant occupant-restraint system when used in the rear-facing manner. All vehicles shall be equipped with a kneeling feature if that feature is offered by the manufacturer.

## IV. VEHICLES DESIGN RECORDS

Records will be maintained describing the lift and securement equipment on each MVTA transit vehicle. This information will include the design capacity of the devices to allow determination of what vehicles may be able accommodate passengers in various types of non-conforming mobility aids.

## V. VEHICLE ASSIGNMENT

The assignment of particular vehicle types will be made on the basis of total ridership demand. Recognizing that certain vehicle types may be available to only one MVTA contractor, buses cannot and will not be assigned on the basis of their accessibility features. Given the sensitivity of certain passengers using mobility

aids to particular vehicle designs, however, staff will work with those passengers to alert them to changes in the vehicle assignments as they affect accessibility features when quarterly and special service changes are made.

## VI. MOBILITY AID

Mobility aids belong to any class of two-, three- or more-wheeled devices, usable indoors, designed or modified for and used by individuals with mobility impairments, whether operated manually or powered.

## VII. BOARDING

Passengers who use mobility aids requiring the deployment of the lift or ramp will board prior to other passengers, unless the passenger requests otherwise. Operators are required to kneel the bus if requested and so equipped, or to deploy the lift or ramp if requested, even if the passenger is not using a mobility aid. Operators are required to directly assist passengers upon request by briefly pushing the mobility aid (including up a steeply sloped vehicle ramp), and by properly operating the vehicle lift/ramp and securement systems. At locations where there is no curb or sidewalk, operators may require passengers to move their mobility aid a short distance to allow for proper and safe deployment of the lift or ramp.

A personal care attendant is permitted to accompany the passenger on the vehicle lift/ramp if requested, provided the combined weight of the passenger, mobility aid, and attendant does not exceed 600 pounds. The attendant is not permitted to operate the lift or ramp.

## VIII. FARES

Fares for users with limited mobility are set by the Metropolitan Council. Riders must display a qualifying identification card, as determined by the Council, upon request of the operator. Operators must assist with fare payment upon request. It is the responsibility of passengers requiring fare payment assistance to have their fare ready and in a convenient location. A personal care attendant accompanying a qualified passenger rides for free.

## IX. PRIORITY SEATING/SECUREMENT AREA

A priority seating area shall be designated at the front of each vehicle for passengers with limited mobility not using a secured mobility device. Operators are required to ask passengers occupying these seats to vacate them upon request of boarding passengers. Operators are not required to enforce the priority seating designation beyond making such a request.

An area shall be designated close to the lift or ramp entrance for the securement of mobility aids. If this area is occupied by ambulatory passengers and a passenger in a mobility aid boards the vehicle, operators will request those passengers to relocate, and passengers are required to relocate upon the operators request, unless the bus is already so full that those ambulatory passengers would be unable to safely stand.

## X. SECUREMENT AND RESTRAINT

It is MVTA policy that mobility aids be secured by the operator while onboard MVTA vehicles. The standard for securement is that operators must make their best effort to secure the chair, not securement to the satisfaction of the operator. Operators will receive training in the proper securement of mobility aids both in

the hiring process and in regular in-service retraining. A personal care attendant may assist in the securement procedure but the operator must always examine the securements before proceeding.

A conforming lap and shoulder belt shall be provided in the forward-facing securement areas. It shall be recommended to all passengers riding in a secured mobility aid that they be restrained using the lap and shoulder belt, however, it will not be required.

Mobility aids placed in an approved rear-facing position shall be secured by the design of the position which may be entirely passive or include a securement strap to restrict lateral movement. In the latter case, deployment of the securement strap either by the operator, the passenger, or an attendant is required, and operator inspection of the strap deployment is required if it is deployed by the passenger or an attendant.

A conforming lap and shoulder belt need not be provided for the rear-facing use of a combination position and even if such a lap and shoulder belt is provided, it is not required to be used except on request of the passenger. Passengers requesting use of the lap and shoulder belt must be carried in a forward-facing position if a conforming lap and shoulder belt is not available for a rear-facing position.

## XI. TRANSFER TO FIXED SEATING

Operators shall recommend that users of scooter type conforming mobility aids transfer to fixed seating and allow only the mobility aid to be secured to the bus; furthermore, operators may recommend that users of other particular mobility aids transfer if they believe it to be in the passenger's safety interest due to the design of the mobility aid. Under no circumstance may operators require a transfer, even if the mobility aid is not able to be secured to the operator's satisfaction. Operators are required to use their best effort to secure all mobility aids whether occupied or not.

## XII. WHEELCHAIR SECUREMENT TRAINING PROGRAM

Staff shall implement a program for users of mobility aids to improve operators' ability to correctly secure mobility aids. This program may include but not be limited to marking of preferred attachment points for securement devices, attachment of tether straps where appropriate attachment points are not available, and passenger training on identifying preferred securement methods to operators on vehicles with different securement systems.

## XIII. SERVICE ANIMALS

Persons with a disability requiring the use of a service animal shall be permitted to board with such animal. Operators are permitted to request that persons traveling with a service animal identify that the animal is performing a service function either by verbal or visual means, including but not limited to identifying equipment or markings attached to the animal.

## XIV. ANNOUNCING OF STOPS

Operators are required to announce inside the bus all upcoming time points, transfer points that are not time points, and stops at signalized intersections, as well as any other stops requested by riders.

Operators are required to announce both the stop location and any transfer routes. MVRTA staff will develop a program to identify to operators those stops that must always be announced.



Operators are required to announce to persons outside the bus at stops the route number, plus the direction and destination where necessary to clearly identify the trip to waiting passengers.

Operators are required to use provided public address systems to make these announcements, except on 25-foot and smaller buses where announcements may be made without the use of the public address system provided the announcements can be clearly heard throughout the bus.

## XV. ALIGHTING

Passengers who use mobility aid devices will ordinarily alight after other passengers at the same stop. Operators are required to kneel the bus if requested and so equipped, or to deploy the lift or ramp if requested, even if the passenger is not using a mobility aid. Operators are required to assist passengers upon request. At locations where there is no curb or sidewalk, operators may suggest an alternate stop to allow for easier deployment of the lift or ramp; however, operators are required to allow passengers to alight at their requested stop unless doing so is likely to damage the lift/ramp or prevent it from operating properly.

## XVI. USE OF ACCESSIBILITY DEVICES BY RIDERS NOT USING A MOBILITY AID

Operators shall operate the vehicle lift/ramp and/or kneeling feature upon request for all passengers. This includes use of the lift/ramp for strollers. The mobility aid securement system may only be used to secure a mobility aid. The lap-and-shoulder belt may only be used to restrain a passenger riding in a secured mobility aid.

## XVII. REPLACEMENT VEHICLES

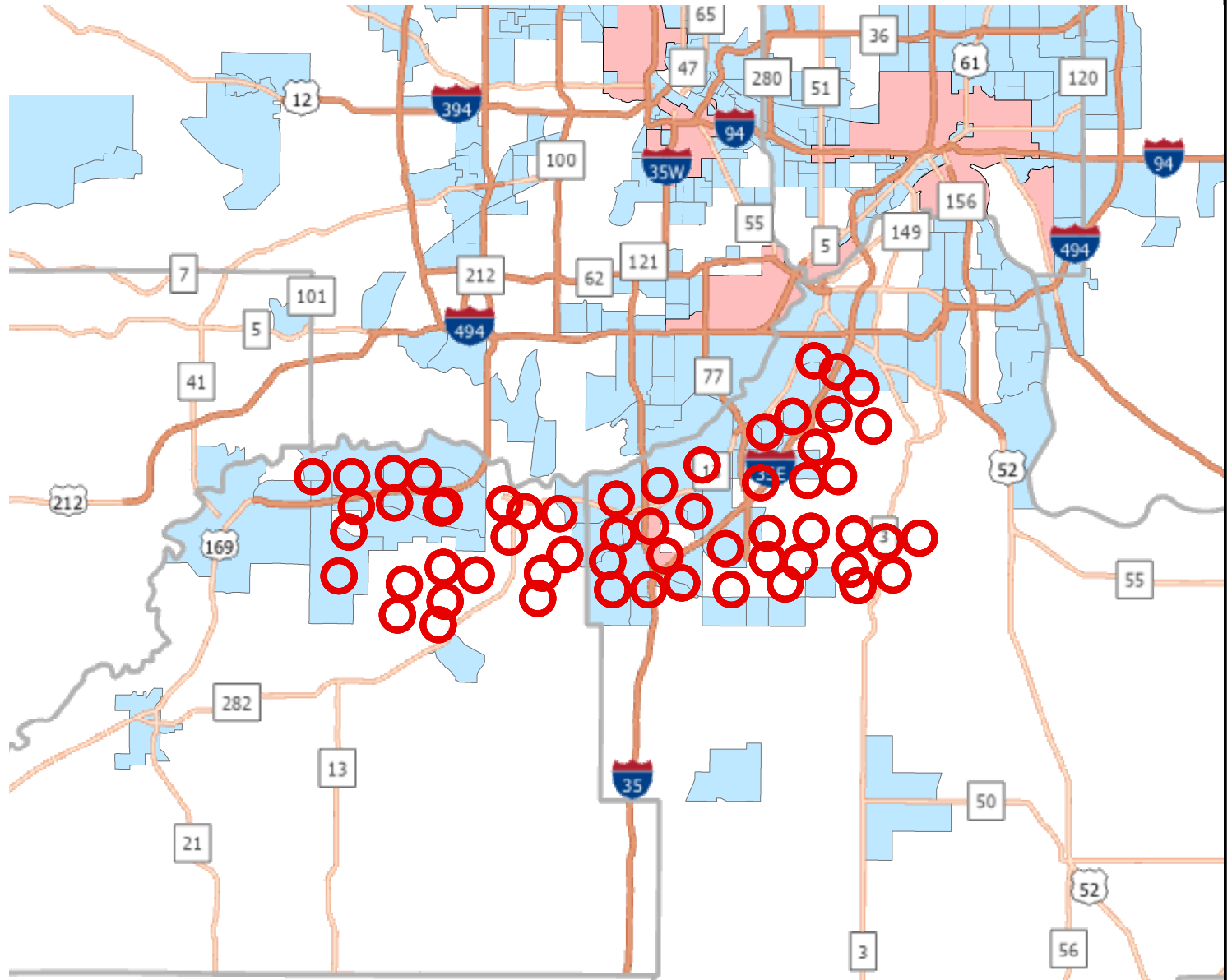
If there is a failure of the lift/ramp or securement devices, a replacement vehicle must be dispatched if the next trip to the destination of any passenger using a mobility device is scheduled in more than 30 minutes. If the next trip to the destination of any passenger using a mobility device is scheduled in 30 minutes or less, a replacement vehicle may be dispatched if available.

# Socio-Economic Conditions

## Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 4284

Project located IN an Area of Concentrated Poverty.



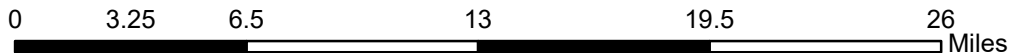
Points



Regional Environmental Justice Area



Area of Concentrated Poverty





December 15, 2023

Metropolitan Council  
Elaine Koutsoukos, TAB Coordinator  
390 Robert Street North  
Saint Paul, Minnesota 55101  
United States

**Re: Minnesota Valley Transit Authority (MVTA) solicitation for funding in the 2024 Regional Solicitation Program**

Dear Elaine Koutsoukos,

Minnesota Valley Transit Authority (MVTA) is excited to submit the Event Service Coordination Program application through the 2024 Regional Solicitation program. Requested funds will be used to carry out the program, including marketing, resources, and employment aimed at facilitating MVTA Event Services. These services are growing in popularity as more riders are looking to avoid heavy traffic and full parking lots. Heavily focused on community outreach, this program will only improve these service's ability to serve both current and prospective riders.

MVTA is committed to not only providing the local match of \$100,000, but also executing a project that focuses on our customers and communities. This project will open transportation opportunities for event-goers and address traffic concerns in the metro area.

MVTA is the second-largest public transit agency in Minnesota based on ridership and provides public transportation to the fast-growing population and employment centers in Dakota County and Scott County. We presently operate twenty transit stations and park and ride facilities in our service area. As the major transit provider for the southern metro area, MVTA is equipped to operate and maintain transit facilities. MVTA is committed to providing transit services through an efficient, integrated network of facilities and services.

We appreciate your consideration. Please contact Vicky Loehrer, Program Manager, at [VLoehrer@mvta.com](mailto:VLoehrer@mvta.com), if you have questions.

Sincerely,

A handwritten signature in black ink that reads "Luther Wynder". The signature is written in a cursive style and is positioned above a horizontal line.

Luther Wynder  
MVTA Chief Executive Officer



## Submission for Award Consideration in the 2024 Regional Solicitation Program

### About MVTA

Minnesota Valley Transit Authority (MVTA) is the second largest transportation agency by ridership in Minnesota, serving seven cities throughout the south metropolitan area, including Dakota and Scott counties currently experiencing rapid population and job growth. MVTA operates 25 routes and approximately 169 buses, including a variety of service options ranging from micro transit to regional routes. MVTA also owns and operates several transit stations and park-and-ride facilities with a combined capacity of almost 6,500 spaces.

### Event Service Coordination Program

In 2023, MVTA added seven new event services in addition to existing favorites like the Minnesota State Fair and Renaissance Festival services. MVTA Event Services allow riders to park at an MVTA location and take an express bus ride directly to their location. It has proven to be a viable solution for traffic and parking issues, which increase during the large events that take place in the Metropolitan area. Those who attend local concerts, festivals, sporting events, and the like are recognizing the value of public transit and ridership continues to increase as a result. The Event Service Coordination Program will ensure new and existing riders receive the best experience. The program includes increased marketing, engagement materials, and the employment of an Event Service Coordinator to facilitate existing Event Services and work with the community to identify new opportunities.

### Increasing Ridership

Event services have been crucial in reviving MVTA's ridership numbers following the COVID-19 pandemic. The agency saw a record number of riders to both the Minnesota State Fair (110,718) and the Minnesota Renaissance Festival (49,393) in 2023. Many of these were first-time passengers, allowing us to provide an experience that highlights the comfort and convenience of taking public transit.

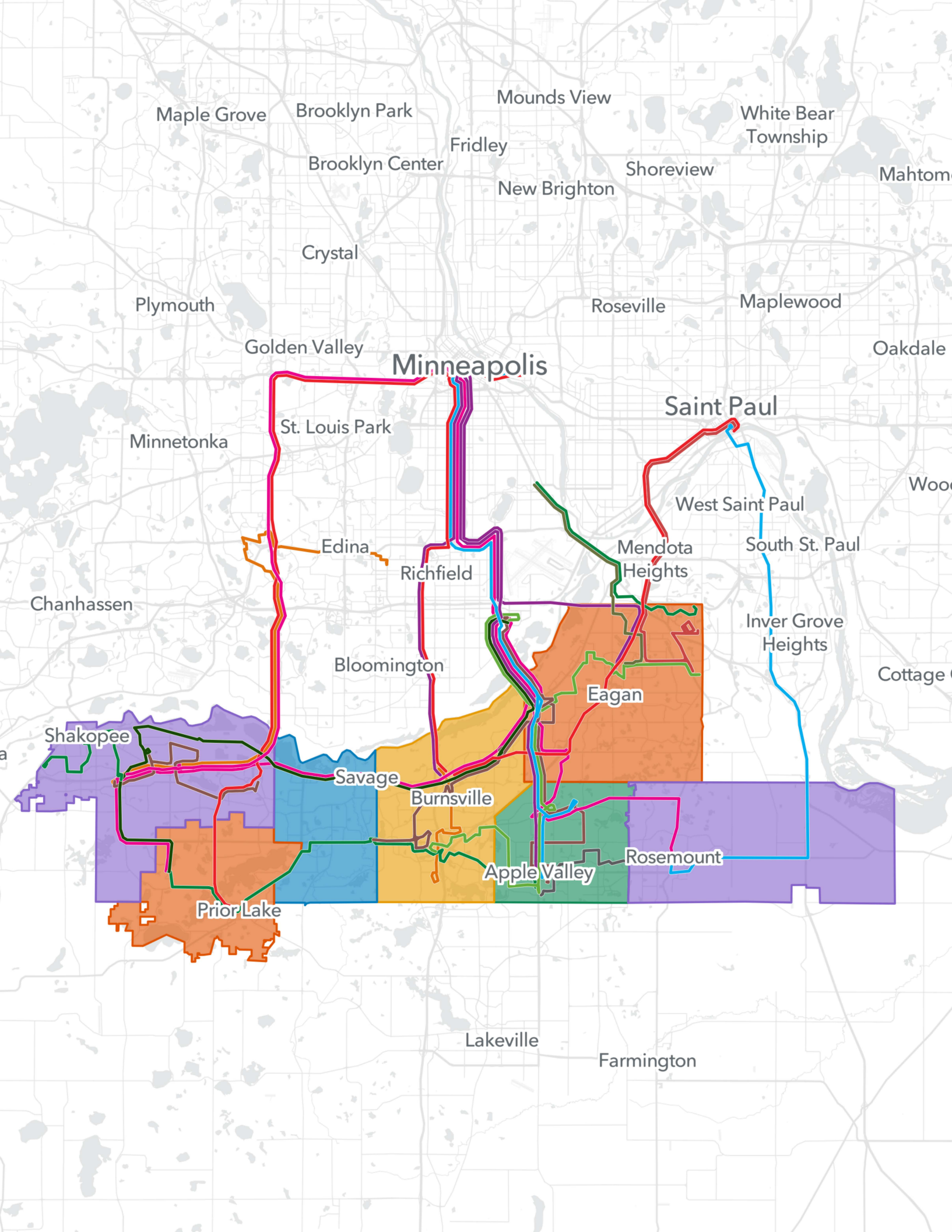
### Minnesota Renaissance Festival: A Win for Public Transit

The Minnesota Renaissance Festival is a beloved event for the Metropolitan Area and beyond, and it takes place within MVTA's service area (Scott County). The event's popularity has historically caused major traffic concerns for community members and festival-goers alike. In 2023, Scott County determined that in order for the event to proceed, those organizing the event must enact a solution to mitigate the lack of traffic and parking infrastructure. Their solution? Public transit. MVTA partnered with the Renaissance Festival and the county to advertise our services as alternative transportation to the event, and though this event was serviced by MVTA in the past, ridership skyrocketed with this added effort. Event traffic was significantly decreased, along with the time it took people to reach the festival grounds. This program would allow MVTA to make successful partnerships with other large events in the future and instill confidence in public transit once more.

**ESTIMATED PROJECT COST \$500,000**

REQUESTED FEDERAL AMOUNT \$400,000

LOCAL MATCH \$100,000



# MINNESOTA AURORA

December 13, 2023

Metropolitan Council  
Elaine Koutsoukos  
390 Robert Street North  
Saint Paul, Minnesota 55101

Dear Elaine Koutsoukos,

I write in support of the Minnesota Valley Transit Authority's (MVTA) application for funding through the 2024 Regional Solicitation program. If awarded, funding would support the Event Service Coordination program.

The Minnesota Valley Transit Authority is the second largest public transportation agency in Minnesota, providing transportation throughout seven suburbs south of the Minneapolis-Saint Paul metropolitan area. As one of the largest public transit operators in the state, MVTA is a core component of public transit in Minnesota. Every day, MVTA buses serve high volumes of riders and help connect commuters, students, and workers to education, employment, and recreational opportunities. However, MVTA's service region is currently experiencing significant development and growth. In order to accommodate for the growth in the region, MVTA is actively seeking to improve upon their Event Services and expand service opportunities.

Funding from Regional Solicitation would support marketing, resources, and employment to refine and manage MVTA Event Services. The agency added 7 new express services to events in 2023 and this program will allow for further growth in ridership and overall trust in public transit.

Minnesota Aurora FC benefited from these expanded services as MVTA provided extended hours and times for riders to attend our home games located at TCO Stadium in Eagan, MN. With close to 7,000 fans filling the stadium, having public transit significantly reduced the number of vehicles clogging roadways and intersections in the area. In addition, it is central to our values to provide multi-passenger transit choices to create more access for our community members without cars and do our small part for climate change, and our partnership with MVTA is critical to these efforts.

Again, I support the Minnesota Valley Transit Authority's application for funding through the 2024 Regional Solicitation program.

Sincerely,



Andréa Carroll-Franck (she/her)  
Vice President of Community  
Minnesota Aurora FC



4646 Dakota Street SE | Prior Lake, MN 55372  
952.949.9800 | [www.cityofpriorlake.com](http://www.cityofpriorlake.com)

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December 11, 2023

Metropolitan Council  
Elaine Koutsoukos  
390 Robert Street North  
Saint Paul, Minnesota 55101

**Re: Minnesota Valley Transit Authority (MVTA) solicitation for funding in the 2024 Regional Solicitation Program – Event Service Coordination**

Dear Elaine Koutsoukos,

I write in support of the Minnesota Valley Transit Authority's (MVTA) application for funding through the 2024 Regional Solicitation program. If awarded, funding would support the Event Service Coordination program.

As one of the largest public transit operators in the state, MVTA is a core component of public transit in Minnesota. Every day, MVTA buses serve high volumes of riders and help connect commuters, students, and workers to education, employment, and recreational opportunities. However, MVTA's service region is currently experiencing significant development and growth. MVTA is actively seeking to improve upon its Event Services and expand service opportunities.

Funding from Regional Solicitation would support marketing, resources, and employment to refine and manage MVTA Event Services. The agency added 7 new express services to events in 2023 and this program will allow for further growth in ridership and overall trust in public transit.

Again, I support the Minnesota Valley Transit Authority's application for funding through the 2024 Regional Solicitation program.

Sincerely,

Kevin Burkart  
Councilor, Prior Lake City Council  
Current Chair, Minnesota Valley Transit Association  
Past Chair, Current Member Suburban Transit Association  
Past Chair, Current Member Highway 169 Corridor Coalition  
Vice Chair, Scott County Unified Transit Management Task Force  
Voting Member, Spring Lake Orderly Annexation Committee  
Alternate, Transportation Advisory Board  
Past Prior Lake Voting Member, SmartLink | Metro Mobility County Advisory Board  
Past Traffic Safety Advisory Committee  
Past Special Assessments Committee

952.457.8066  
[kevin@kevinburkart.com](mailto:kevin@kevinburkart.com)

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