



Application

19832 - 2024 Travel Demand Management (TDM)  
20489 - Embracing East Metro Transit Expansions through Events  
Regional Solicitation - Transit and TDM Projects

Status: Submitted  
Submitted Date: 12/13/2023 5:23 PM

---

### Primary Contact

Feel free to edit your profile anytime your information changes. Create your own personal alerts using [My Alerts](#).

**Name:** \* She/her/her      Elissa      Y.      Schufman  
Pronouns      First Name      Middle Name      Last Name

**Title:** Donor Relations & Funder Relations Manager

**Department:**

**Email:** elissas@movemn.org

**Address:** 2446 University Avenue West  
Suite 170

\*      Saint Paul      Minnesota      55114  
City      State/Province      Postal Code/Zip

**Phone:** \* 651-789-1415      Ext.

**Fax:**

**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  
SUITE 170

\*      ST PAUL      Minnesota      55114  
City      State/Province      Postal Code/Zip

**County:** Ramsey

**Phone:** \* 651-767-0298      Ext.

**Fax:**

**PeopleSoft Vendor Number** 0000091048A1

---

### Project Information

**Project Name** Embracing East Metro Transit Expansions Through Events

**Primary County where the Project is Located** Ramsey, Washington

**Cities or Townships where the Project is Located:** Saint Paul, Roseville, Woodbury, Maplewood, Oakdale.

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

**Brief Project Description (Include location, road name/functional class, type of improvement, etc.)** Embracing East Metro Transit Expansions Through Events is an innovative TDM project to change the behavior of people attending events in the East Metro, using events and destinations as an entry point to encourage longer-term behavior change.

By bringing people aboard transit, we hope to reduce congestion around events and destinations in the East Metro. From there, we intend to use messaging and programming to transform one-time and infrequent riders into confident, regular transit users. Saint Paul is an emerging hub of the rapidly expanding METRO network. This is an opportunity to transform the travel patterns of communities not just within Saint Paul, but East Metro communities that have not previously had access to fast, frequent transit.

Transportation is often left outside the gate and the ticket line. In this 2-year project, Move Minnesota will partner with publicly accessible event venues, festivals, and destinations to implement the following strategies:

-Move Minnesota will use incentives and engagement to bring transit into the event experience--as communications before traveling to the event; at the event, highlighting the positives of taking transit to the event; and/or as guests depart, when there's a crucial window to offer and inform people on transit options to ease their travel next time around.

-We will build relationships so venue owners, entertainment institutions, and their economic ecosystem understand the benefits of transit use and can take advantage of an infrastructure optimized for moving large groups of people and amplifying walkability. Through offering incentives, either direct (transit fares) or indirect (giveaways, prizes, or discounts), we will demonstrate the value of robust transit demand management for events large and small, as well as reach people who may not be touched by traditional TDM programming.

-We will collect contact information alongside incentives in order to engage with people who use these incentives post event, using a toolkit that combines incentives, communications, in-person education, and online education to support converting people to regular transit riders.

This project is innovative because (1) it reduces congestion and VMT at moments of maximum congestion and demand, including interactions between evening commute travel and event start times, which have overlapping evening windows, (2) it focuses on a regional geography where people are experiencing a dramatic increase in the speed, frequency, and quality of the transit options available to them, and (3) maximizes opportunities to incentivize long-term behavior change at a moment when people are inclined to be considering mode shift.

*(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** \$492,349.00

**Match Amount** \$123,088.00

*Minimum of 20% of project total*

**Project Total** \$615,437.00

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:** 2026

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

**Additional Program Years:** 2027

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

---

## For All Projects

**Identify the Transit Market Areas that the project serves:** I, II, III

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

---

## For Park-and-Ride and Transit Station Projects Only

County, City, or Lead Agency

Zip Code where Majority of Work is Being Performed

(Approximate) Begin Construction Date

(Approximate) End Construction Date

Name of Park and Ride or Transit Station:

e.g., MAPLE GROVE TRANSIT STATION

**TERMINI: (Termini listed must be within 0.3 miles of any work)**

**From:**

(Intersection or Address)

**To:**

(Intersection or Address)

DO NOT INCLUDE LEGAL DESCRIPTION

**Or At:**

(Intersection or Address)

**Primary Types of Work**

Examples: GRADE, AGG BASE, BIT BASE, BIT SURF, SIDEWALK, CURB AND GUTTER, STORM SEWER, SIGNALS, LIGHTING, GUARDRAIL, BIKE PATH, PED RAMPS, PARK AND RIDE, ETC.

---

## Requirements - All Projects

### All Projects

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

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

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

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

2040 TPP goals, objectives, and strategies related to this project included in the TPP and its 2020 update include:

Goal C, p. 1.8: Access to Destinations:

-Objective A: Increase the availability of multimodal travel options, especially in congested highway corridors

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

-Objective E: Improve the availability and quality of multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically under-represented populations.

Goal E, p. 1.8: Healthy and Equitable Communities

-Objective A: Reduce transportation-related air emissions

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

-Strategy C4 p 2.14:

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.

-Strategy E1 p 2.30:

The Metropolitan Council will support efforts to reduce emissions through reductions in auto trip making and public education about the effects of transportation choices.

-Strategy E3 p 2.31:

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.

Saint Paul 2040 Comprehensive Plan "Saint Paul for All" --Transportation

p. 70 "The Transportation Chapter guides the creation of a safe, equitable and well-maintained multi-modal transportation system in Saint Paul that supports the needs of all users, enhances vitality, and sets the stage for infill development to accommodate the city's projected growth."

p. 73 Goal 4: True transportation choice throughout the city, with a shift from single-occupant vehicles toward other modes.

Policy T-22: Shift mode share towards walking, biking, public transit, carpooling, ridesharing, and carsharing in order to reduce the need for car ownership.

Policy T-29: Expand commuter options with Travel Demand Management (TDM) and support of carpooling facilities. Sub-point 3: Support the work of other agencies, organizations, and the private sector to market and support transit, carshare, rideshare, carpooling, biking, walking, flexible work hours, and telecommuting.

Woodbury 2040 Comprehensive Plan

Page 32: The City believes alternative forms of transportation such as busing, biking and walking are essential to the quality of life in Woodbury. As such, the City will continue its commitment to pedestrian accessibility and actively participate in efforts to expand regional transit systems that serve Woodbury and the eastern metropolitan area.

Maplewood 2040 Comprehensive Plan:

12-230: Connected and varied transit options are critical to residents and visitors in the City of Maplewood. Transit connects users of all ages with important cultural, recreational, social service, and employment destinations, expanding opportunity and improving the quality of life of residents and visitors.

Roseville 2040 "Our Future Together" Comprehensive Plan, Chapter 2 Page 12:

Roseville has a comprehensive, safe, efficient, and reliable transportation system.

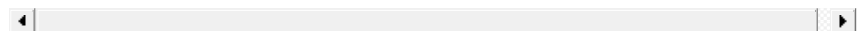
-Plan for and support a multimodal transportation system that moves people and goods safely and efficiently.

-Support and allow access to a robust public transit system that is integral to the metropolitan system and meets longterm needs.

City of Oakdale 2040 Comprehensive Plan, Page 23:

Goal 5: Transit service shall provide mobility options for residents, workers, businesses, and transit dependent persons.

-Sub Goal 5: Support the implementation of the Gold Line Bus Rapid Transit Line.



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:**

**Date self-evaluation completed:**

**Link to plan:**

**Upload plan or self-evaluation if there is no link.**

*Upload as PDF*

**(TDM and Unique Project Applicants Only) The applicant is not a public agency subject to the self-evaluation requirements in Title II of the ADA.** Yes

10. The project must be accessible and open to the general public.

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

11. The owner/operator of the facility must operate and maintain the project year-round for the useful life of the improvement. 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.	\$615,437.00

---

## 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).*

Response:

---

## Totals

Total Cost	\$615,437.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$615,437.00

---

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

Response:

The central goal of the project is to shift vehicle trips to other modes, making use of both existing facilities and those that will be operational by the first project year in 2026. We are focused on the East Metro. We have therefore concentrated our project efforts around East Metro communities and destinations in the East Metro that have access to Metro Transit's High Frequency Network and are within a quarter mile of these lines. This includes proximity to key lines such as the METRO Green Line, Gold Line BRT, A Line aBRT, and B Line aBRT.

As appropriate, we will integrate multimodal trips and education. As we do so, we will place a particular emphasis on the walking and biking first- and last-mile connections that support transit use. Relevant biking facilities include longer Regional Trails such as Bruce Vento Trail and the Gateway State Trail, as well as local last-mile connections such as the Capitol City Bikeway, John Ireland Boulevard/Summit Avenue throughway, and Minnehaha Avenue in Saint Paul. There are also numerous minor and planned walking and biking improvements near many event sites.

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

---

## Measure A: Average Weekday Users

Average Weekday Users	420
-----------------------	-----

Response:

Move Minnesota has identified 30+ venues and destinations in the East Metro as priority sites. Whether venues and destinations are private or non-profit organizations, they generally have the desire to maximize their and attendees while providing a good experience--which is often marred by frustrating driving experiences outside the doors or gates.

According to the Metro Transit Market Development Division, targeted communications and outreach can shift the behavior of about 10% of attendees. In a previously-funded Innovative TDM project, Move Minnesota found that 10% of riders who utilized a transit incentive became regular riders. Therefore, we are assuming that regardless of venue size, 10% of the people engaged will take an initial event-based transit trip. Additionally, 10% of those who use incentives will become regular riders.

Our plan is to engage venues of a variety of sizes, balancing high-volume events (where reach will be much larger) with smaller venues (which allow engagement of diverse audiences and specific cultural events). Based on experience with staffing large past events, we estimate completing 24 event engagements over 2 years, providing communications, marketing, and incentives. To reach an average, we estimate event engagements as follows:

-6 events at the largest venues in the East Metro: Allianz Field, Xcel Energy Center, and outdoor festivals which regularly draw 17,000-20,000 people.

-6 events at medium size venues, 5000-7000 people, which is roughly the size of CHS field or the proposed Lee and Penny Anderson Arena for the University of Saint Thomas.

-12 engagements to be with small venues, hosting 1000-2500 people, such as the Fitzgerald and Palace Theaters. This bracket would also include events or engagements at cultural destinations such as the History Center or Science Museum.

We combine the total populations of Hennepin and Ramsey counties (MN State Demographic Center), and use the Ramsey County percentage of the total as a rough proxy for East Metro attendees at events.

$(17,000 \text{ people} * 6 \text{ large events}) + (5,000 \text{ people} * 6 \text{ medium events}) + (1,000 \text{ people} * 12 \text{ small events}) = 144,000 \text{ total event attendees} * 30\% \text{ East Metro attendees} = 43,200 \text{ targeted over 2 years}$

$43,200 \text{ attendees} * 10\% \text{ ride transit to events} = 4,230 \text{ event riders engaged}$

$4,230 \text{ riders} * 10\% \text{ conversion} = 420 \text{ regular riders}$

People who will receive direct benefits from the project are people who live near High Frequency transit lines in the East Metro. People who will receive indirect public health and traffic safety benefits are residents of neighborhoods of Saint Paul adjacent to highways that have larger populations of people of color, immigrants, and people living below the poverty line (detailed further in Disadvantaged Communities).

---

## 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:

As Saint Paul's designated Transportation Management Organization, Move Minnesota has been doing community engagement in Saint Paul for more than two decades through cultural and community events, online surveying, building relationships with neighborhood organizations and community partners, and direct service to the business community. Through our work, we have developed culturally-appropriate and specific TDM programming, including a previously-funded innovative project focused on partnering with trusted cultural ambassadors.

On Saint Paul's East Side as well as throughout the neighborhoods adjacent to Highways 94 and 35, we have heard consistent themes around the environmental and neighborhood impacts of highway traffic, road safety, and highway pollution. In our 2022-23 outreach to Saint Paul district councils, this theme continued to be affirmed. For example, the Union Park District Council noted the "most frequent complaints we've heard from neighbors are about congestion during events," as well as traffic safety, bike-ped access, and event parking-- and that conversations pursuing transit as a solution have been continuing for over a year.

With much of the highway travel originating from outside Saint Paul, and Saint Paul's locus as not only the state capital but one of the cultural centers of the state, this project helps directly address the identified concerns by decreasing trips through these neighborhoods, thus mitigating traffic and the associated dangers and pollution residents experience.

During this project, we intend to continue using a diversity of engagement efforts to reach marginalized and historically under-served communities, including in-person outreach, venue-affiliated survey and data-collection, online media, and peer education.

In addition to these public health and community safety benefits, we intend that our engagement will grow transit ridership, providing resources for the system that will benefit existing riders. It's important to note that about half of current Metro Transit riders are under the age of 34 (51%), 41% of riders make less than \$35,000 a year, and 45% of riders are Black, Indigenous, or People of Color. That means that these groups are currently over-represented in Metro Transit ridership and will experience the benefits that are associated with increased use of the system, such as additional resources from fares and a sense of community with other riders.

---

## 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:**

Minnesota's transportation sector is our largest source of climate pollution. Air pollution played a role in 10% of all deaths in the Twin Cities metro in 2015, with disproportionately higher impacts to low-income residents, uninsured residents, residents of color, and residents living with a disability (Minnesota Pollution Control Agency). And neighborhoods with the largest percentages of residents of color had more than five times the rate of asthma emergency room visits related to air pollution than areas with more white residents.

While motor vehicles contribute to more than 50% of air pollution in urban areas, transit users on average produce less than half the pollution per mile of a driver (CDC). Our project, which focuses on reducing vehicle use and vehicle miles travelled by converting users from driving to transit use, would have a direct impact on these communities. East Metro travel to and from major Saint Paul tourist destinations contributes to high asthma rates in neighborhoods of Saint Paul adjacent to highways that have larger populations of people of color, immigrants, and people living below the poverty line. These include Frogtown (73% people of color, 28% immigrants, 24% people living below the poverty line), Payne-Phalen (68% people of color, 27% immigrants, 25% below the poverty line), Dayton's Bluff (65% people of color, 25% immigrants, 20% below the poverty line), and Summit University (48% people of color, 13% immigrants, 17% below the poverty line).

Because of the nature of project being focused on longer trips from these East Metro communities, which happen largely along highway corridors, benefits will be clustered in these highway-adjacent communities. These communities will experience the well-documented public health benefits of reduced pollution, including reduced asthma rates and instances of emergency-related asthma care.

We do not anticipate any negative externalities, as this project does not include construction. Reducing VMT and increasing use of transit reduces pollution, improves public health, and helps reduce the cost burden of transportation.

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

---

## Measure C: Affordable Housing Access

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

Describe the 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:**



Move Minnesota's project is focused on the residents who live within a half-mile of high-frequency transit lines that operate in the East Metro. The impacts of these trips occur along the line: with Saint Paul's locus as not only the state capital but one of the cultural centers of the state, the air quality and climate impacts of shifting trips accrue a disproportionate amount of benefits to Saint Paul residents living within a half mile of high-frequency transit.

There are more than 1000 affordable housing sites within a half mile of high-frequency transit lines that operate in the East Metro. Together, these sites offer more than 15,000 units that are available to people whose incomes qualify. Their number of units, bedrooms per unit, level of affordability, affordability guarantees, and housing choice voucher practices vary. As of 2019, there are at least 127,000 people living at or below 50% median area income within a half mile of the current and planned METRO lines that are the focus of this project (U.S. Census, Metropolitan Council).

Move Minnesota has a strong history of working in partnership with local organizations that serve low-income families and people living in affordable housing. As part of this project, we will continue to engage organizations whose communities have interest in traveling to events and provide services to low-income residents, including:

- Community Action Partnership of Ramsey and Washington Counties
- Metropolitan Council for Independent Living
- Frogtown Green
- Reconnect Rondo
- Urban Farm and Garden Alliance
- Model Cities
- Saint Paul Public Schools
- University of Saint Thomas
- Great River School
- Creative Enterprise Zone
- Halle Q. Brown Center
- Ramsey County Active Living
- Local Saint Paul District Councils (1, 2, 4, 5, 8, 9, 11, 12, 13, 14, 15, 16, 17)

As with our previously funded Innovative TDM project along the C Line, we will prioritize ensuring the team engaging with these communities reflects the communities served. A finding of our engagement on that project was that the project team makeup was a direct factor in the team's ability to successfully engage members of marginalized communities.

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

---

## 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):

---

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

**Response:**

The High Frequency Network runs along major corridors that connect popular event venues in Saint Paul and the East Metro to other areas of the city and surrounding East Metro communities. Several routes on the High Frequency Network run along or parallel to Principal Arterials, such as Highways I-94 and I-35E, including the METRO LRT Green Line and BRT Gold Line. The High Frequency Network also runs along or adjacent to other A Minor Arterial roads, such as Snelling Avenue, Rice Street, Marshall Avenue, West 7th Street, and University Avenue.

These routes intersect with major event and cultural destinations where significant numbers of attendees travel by car. Reducing event-related driving will reduce overall congestion for many commuters and residents accessing work, school, and health-related needs. This is also a motivator for the event venues we intend to partner with, as they often have to navigate influxes of traffic as visitors enter and exit parking lots and ramps, including additional costs of hiring external security and traffic officers to manage car traffic.

By shifting car trips to transit trips, this project reduces driving at moments of maximum congestion and demand. And excitingly, it does so while focused on a regional geography that will have recently experienced a dramatic increase in the speed, frequency, and quality of the transit options available to them as transit service increases in the East Metro. This creates more opportunities for meaningful engagement with these event riders, using our toolkit to provide education and information on these network expansions.

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

---

### Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	10980
Average Commute Trip Length (Default 12.1):	12.1
VMT Reduction	132858.0
CO Reduced	317530.62
NOx Reduced	21257.28
CO2e Reduced	4.87057428E7
PM2.5 Reduced	664.29
VOCs Reduced	3985.74

**Response:**

As stated previously, we anticipate our event incentives will be used by approximately 4,230 people during the duration of the project, and that 10% of that audience (420) will take at least 6 additional trips during post-event engagement as they shift toward becoming regular transit commuters. These are likely to be work-related trips, given that employees who work in downtown Saint Paul continue to commute there roughly 3 times per week (Move Minnesota & City of Saint Paul survey data, 2022). This aligns with recent global averages (JLL Global Benchmarking Services, 2021). This indicates typical travel for work commutes, in addition to the many other kinds of trips people make for shopping, leisure, and to reach destinations or attend events. With Saint Paul's status as a regional job center and commuting trips as reliable and repeatable, we plan to focus on helping users shift these trips.

We use a Metro average commute length to account for the diverse geography we will reach into, which includes Transit Market Areas I, II, and III.

$4,230 \text{ users} * 2 \text{ one-way trips} = 8,460 \text{ event trips}$

$420 \text{ users} * 6 \text{ one-way trips} = 2,520 \text{ commute trips}$

$(8,460 \text{ event trips} + 2,520 \text{ commute trips} = 10,980 \text{ trips}) * 12.1 \text{ miles} = 132,858 \text{ VMT reduced}$

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

---

**Measure A: Project Innovation**

**Response:**

Event-goers and destination attendees are part of the highest peaks of congestion and driving--doubly challenging given the typical event start time overlaps with evening job commuter traffic. Yet attendees to these events are often only engaged through mass-marketing and crowd control. This project is exciting and innovative because Move Minnesota is positioned to augment these tactics and convert people to long-term riders using its proven expertise in deliberate engagement, positive affirmation, and culture building--and to do so at a time when new and increased transit service helps expand people's opportunities to get around.

Traditional TDM efforts often focus on routine destinations, such as work or school, with a longstanding bias towards 9-5 workplaces. This strategy now has drawbacks: the traditional commuting patterns that existed before the COVID-19 pandemic continue to be disrupted, and traditional TDM approaches no longer reach people who don't commute at peak times or commute consistently. Engaging these people by building off large events or leisure destinations has the chance to reach people where they are most excited to spend their time, and during a lower-pressure time when they have more mental space to consider a different mode.

TDM works best when it's solving a tangible problem that people experience--like congestion, parking cost, or their associated inconveniences. As commuting traffic shifts to be more evenly dispersed throughout the day, event traffic continues to experience very intense peaks. By focusing on the kinds of events where traffic is worst for the most people, we hope to plant the seed of multimodal transportation that has the potential to proliferate with other kinds of trips.

As Saint Paul and the East Metro see the continued buildout of the METRO network, many people will have their first consistent access to fast, frequent transportation. Many will be considering taking their first trips. We need to ensure those first trips are supported so that they happen in the first place, and that first trips become more trips.

In addition, we hope this innovative approach helps to create positive impacts even for those who do not attend large events. Downtowns and activity centers are struggling with lack of foot traffic and diminished draw. Transit is the optimal technology for generating foot traffic, and event venues and destinations have proven themselves as continued draws to activity centers. By focusing on these intersections, we create opportunities for virtuous cycles across the broader community.

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

---

**Measure A: Organization's Experience and Resources**

**Response:**

Move Minnesota has a history of effectively delivering TDM programming. Through our Workplaces program, we consult with Saint Paul-based employers and employees on sustainable commuter transportation options. Since the 1990s, we have worked with over 400 employers large and small. Move Minnesota has been awarded and successfully completed work on multiple previous Regional Solicitation Innovative TDM projects.

Move Minnesota maintains strong partnerships with public and private stakeholders, and is experienced at building partnerships with a diverse array of organizations, including those that serve low-, middle-, and high-wealth communities, white communities and communities of color, people with and without disabilities, and more.

Additionally, Move Minnesota staff members have experience engaging the public at high-volume events. From regional festivals to community gatherings, we know how to talk to people who are unfamiliar with the transit system. Beyond events, Move Minnesota has coordinated engagements during high-intensity and high-volume environments like the first day of high school, serving as navigators and positive presence during the morning rush. Staff will draw on that experience and pair it with our TDM expertise and relationships with transportation providers to offer comprehensive transit-oriented programming for venues and destinations in the East Metro.

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

---

**Measure B: Project Financial Plan**

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

25 Points

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

15 Points

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

0 Points

**Response:**

After this two-year pilot we will evaluate the project to determine next steps on our engagement, as well as how to support partners in continuing this work. Possible scenarios include: supporting venue partners in integrating engagement practices into their ongoing operations, presenting on our findings to other TMOs in the region, integrating findings into our work as the Saint Paul TMO, and/or dedicating staff capacity to continuing to engage event hosts in Saint Paul.

Depending on the direction, there are several current and future partners who are potential funders of this work, including regional philanthropic investors who are focused on ensuring downtown Saint Paul and the East Metro continue to expand in equitable, vibrant ways. Move Minnesota continues to explore fee-for-service work, which has been a part of our recent work with employers, as well as an important component of our local match for prior innovative TDM projects awarded through the Regional Solicitation.

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

---

**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**

---

**Other Attachments**

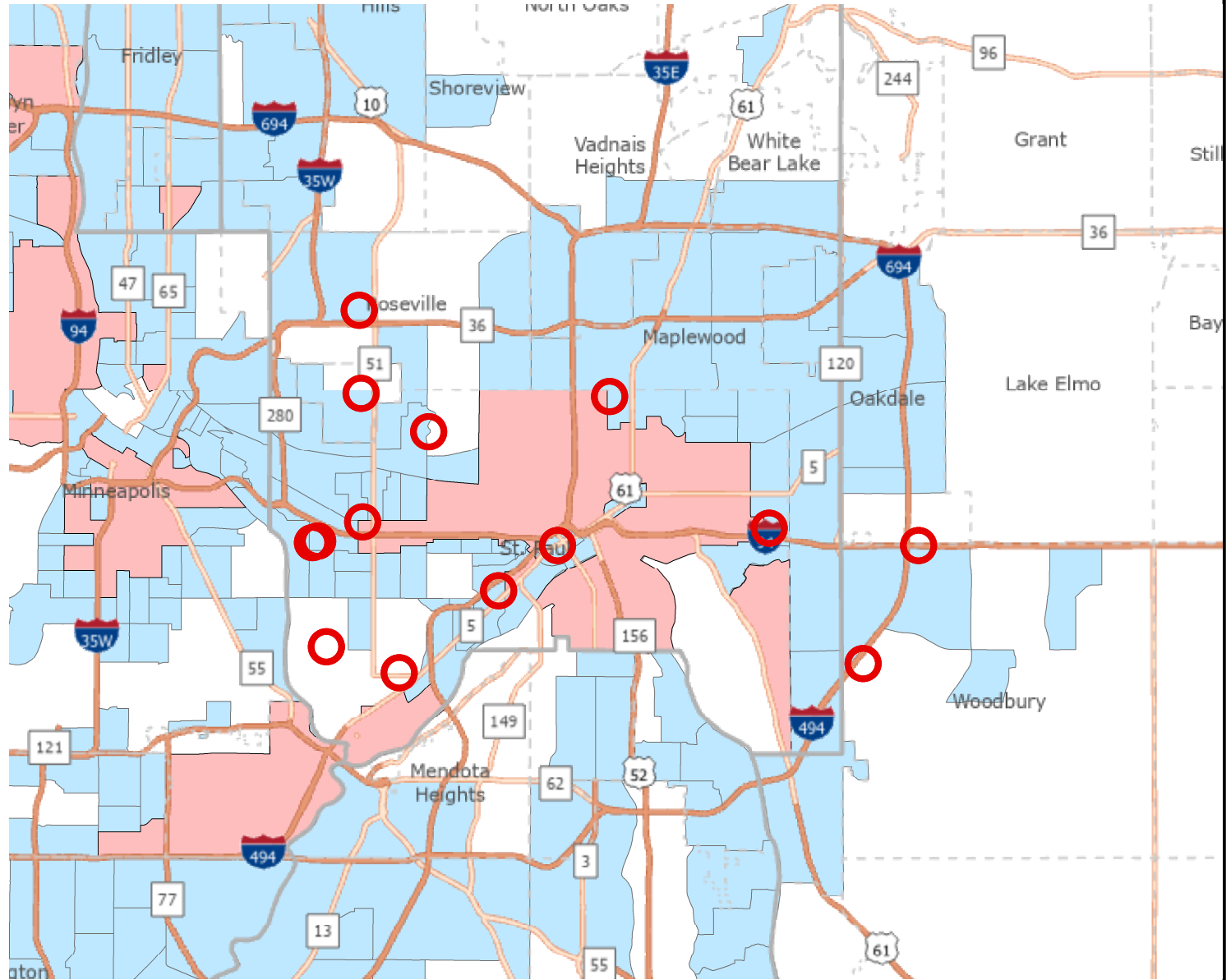
<b>File Name</b>	<b>Description</b>	<b>File Size</b>
City of Saint Paul Letter of Support Move MN TDM proposal.pdf	Letter of Support- City of Saint Paul	114 KB
MOVEMN Letter - Visit Saint Paul - 11.2023.pdf	Letter of Support- Visit Saint Paul	185 KB
Regional Solicitation 2024_Attachment A_1-page summary.pdf	Regional Solicitation 2024_Attachment A_1-page summary	186 KB
Regional Solicitation 2024_Attachment B_Budget.pdf	Regional Solicitation 2024_Attachment B_Budget	14 KB
Regional Solicitation 2024_Attachment C_Funding Memo.pdf	Regional Solicitation 2024_Attachment C_Funding Memo	96 KB
Regional Solicitation 2024_Attachment D_Affordable Housing Map.pdf	Regional Solicitation 2024_Attachment D_Affordable Housing Map	149 KB
Regional Solicitation 2024_Attachment E_Socio Economic Indicators Map.pdf	Regional Solicitation 2024_Attachment E_Socio Economic Indicators Map	3.6 MB
Regional Solicitation 2024_Attachment F_Regional Economy Map.pdf	Regional Solicitation 2024_Attachment F_Regional Economy Map	3.4 MB
SPDA Move MN Letter of Support 2023.pdf	Letter of Support- Saint Paul Downtown Alliance	297 KB

# Socio-Economic Conditions

## Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 10511

Project located IN an Area of Concentrated Poverty.



Points



Regional Environmental Justice Area



Area of Concentrated Poverty





December 1, 2023

To Whom It May Concern:

I am writing in support of the regional solicitation application “Embracing East Metro Transit Expansions through Events” submitted by Move Minnesota, the transportation management organization for the City of Saint Paul. The focus of their proposal shifts large event and leisure destination car trips to transit trips and other modes. We look forward to partnering with Move Minnesota on this important work, and hope that you will give strong consideration and preference to their application.

Saint Paul is an emerging ‘hub’ of the rapidly expanding METRO network of fast, frequent light rail, Bus Rapid Transit, and Arterial Bus Rapid Transit. Move Minnesota has identified an opportunity to transform the travel patterns of communities not just within Saint Paul, but East Metro communities throughout Ramsey, Dakota, and Washington Counties. In this project, Move Minnesota intends to leverage the wide draw of large events and leisure destinations to attract new and increased ridership the new and improved METRO lines in the East Metro. The benefits of this project include: decreased congestion (especially around large events), cleaner air, healthier individuals and community, and better connections to transit service.

Further, we appreciate the ways in which Move Minnesota’s application advances the goals of the Saint Paul Pedestrian Plan, the Saint Paul 2040 Comprehensive Plan, and the Saint Paul Climate Action and Resilience Plan. As partners in improving the vitality of the city, we see great value in connecting visitors and neighbors to what makes Saint Paul livable.

We strongly support Move Minnesota’s proposal and are glad to provide our recommendation for your consideration in the evaluation process.

Sincerely,

Russ Stark  
Chief Resilience Officer



Elaine Koutsoukos  
Metropolitan Council  
390 Robert St N, St Paul, MN 55101

November 30, 2023

Dear Ms. Koutsoukos,

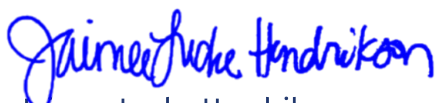
I am writing in support of the regional solicitation application “Embracing East Metro Transit Expansions through Events” submitted by Move Minnesota, the transportation management organization for the City of St. Paul. The focus of their proposal shifts large event and leisure destination car trips to transit trips and other modes. We look forward to partnering with Move Minnesota on this important work, and hope that you will give strong consideration and preference to their application.

Saint Paul is an emerging ‘hub’ of the rapidly expanding METRO network of fast, frequent light rail, Bus Rapid Transit, and Arterial Bus Rapid Transit. Move Minnesota has identified an opportunity to transform the travel patterns of communities not just within Saint Paul, but East Metro communities throughout Ramsey, Dakota, and Washington Counties. In this project, Move Minnesota intends to leverage the wide draw of large events and leisure destinations to attract new and increased ridership the new and improved METRO lines in the East Metro. The benefits of this project include: decreased congestion (especially around large events), cleaner air, healthier individuals and community, and better connections to transit service.

Further, we appreciate the ways in which Move Minnesota’s application advances the goals of the St. Paul Pedestrian Plan, the St. Paul 2040 Comprehensive Plan, and the St. Paul Climate Action and Resilience Plan. As partners in improving the vitality of the city, we see great value in connecting visitors and neighbors to what makes Saint Paul livable.

We strongly support Move Minnesota’s proposal and are glad to provide our recommendation for your consideration in the evaluation process.

Sincerely,



Jaimee Lucke Hendrikson  
President & CEO  
Visit Saint Paul

**Project Name:** Embracing East Metro Transit Expansions Through Events  
**Applicant:** Move Minnesota  
**Project Location:** Events and communities in the East Metro connected by High Frequency Network lines  
**Requested Award Amount:** \$492,349  
**Total Project Cost:** \$615,437

## Project Description & Benefits

Embracing East Metro Transit Expansions Through Events is an innovative TDM project to change the behavior of people attending events in the East Metro, using events and destinations as an entry point to encourage longer-term behavior change.

By bringing people aboard transit, we hope to reduce congestion around events and destinations in the East Metro. From there, we intend to use messaging and programming to transform one-time and infrequent riders into confident, regular transit users. Saint Paul is an emerging hub of the rapidly expanding METRO network. This is an opportunity to transform the travel patterns of communities not just within Saint Paul, but East Metro communities that have not previously had access to fast, frequent transit.

Transportation is often left outside the gate and the ticket line. In this 2-year project, Move Minnesota will partner with

publicly accessible event venues, festivals, and destinations to implement the following strategies:  
—Move Minnesota will use incentives and engagement to bring transit into the event experience—as communications before traveling to the event; at the event, highlighting the positives of taking transit to the event; and/or as guests depart, when there’s a crucial window to offer and inform people on transit options to ease their travel next time around.

—We will build relationships so venue owners, entertainment institutions, and their economic ecosystem understand the benefits of transit use and can take advantage of an infrastructure optimized for moving large groups of people and amplifying walkability. Through offering incentives, either direct (transit fares) or indirect (giveaways, prizes, or discounts), we will demonstrate the value of robust transit demand management for events large and small, as well as reach people who may not be touched by traditional TDM programming.

—We will collect contact information alongside incentives in order to engage with people who use these incentives post event, using a toolkit that combines incentives, communications, in-person education, and online education to support converting people to regular transit riders.

This project is innovative because (1) it reduces congestion and VMT at moments of maximum congestion and demand, including interactions between evening commute travel and event start times, which have overlapping evening windows, (2) it focuses on a regional geography where people are experiencing a dramatic increase in the speed, frequency, and quality of the transit options available to them, and (3) maximizes opportunities to incentivize long-term behavior change at a moment when people are inclined to be considering mode shift.



Move Minnesota

**2024 Regional Solicitation Project Budget | Embracing East Metro Transit Expansions through Events  
Program Years 2026 / 2027**

**INCOME**

CMAQ Regional Solicitation Grant	\$492,349.00
Individual Donations	\$35,000.00
Unrestricted Net Assets	<u>\$88,088.00</u>
Total Income	\$615,437.00

**Notes**

Pending

**EXPENSE**

**Direct Expenses**

Salary & Benefits	\$453,818.75
Executive Director (.05 FTE)	\$15,913.13
Associate Director (.2 FTE)	\$48,093.00
Program Manager (.5 FTE)	\$88,406.25
Program Staff (2) (.65 FTE)	\$278,774.38
Communications Coordinator (.2 FTE)	\$22,632.00
Contracting and consulting	\$22,000.00
Materials	\$69,607.00
Rent/Utilities	\$50,011.25
Marketing/Events	<u>\$20,000.00</u>
Total Expense	\$615,437.00
Net	\$0.00

**Notes**

Salaries and Benefits for staff - Direct Expenses only

Support, Direct expenses

Outreach materials/incentives - Direct Expenses only

Rent - Direct expenses only, Utilities - Direct plus 10% overhead

Materials & Event costs - Direct plus 10% overhead

2026-27 Overhead (Indirect Rate)	10%
CMAQ Conditional Grant Total	\$492,349.00
Overhead Expense - @ 10%	<u>\$49,234.90</u>

December 12, 2023

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 20489 Embracing East Metro Transit Expansions Through Events**

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  
[samr@movemn.org](mailto:samr@movemn.org)

**Project Name:**  
**Applicant:**

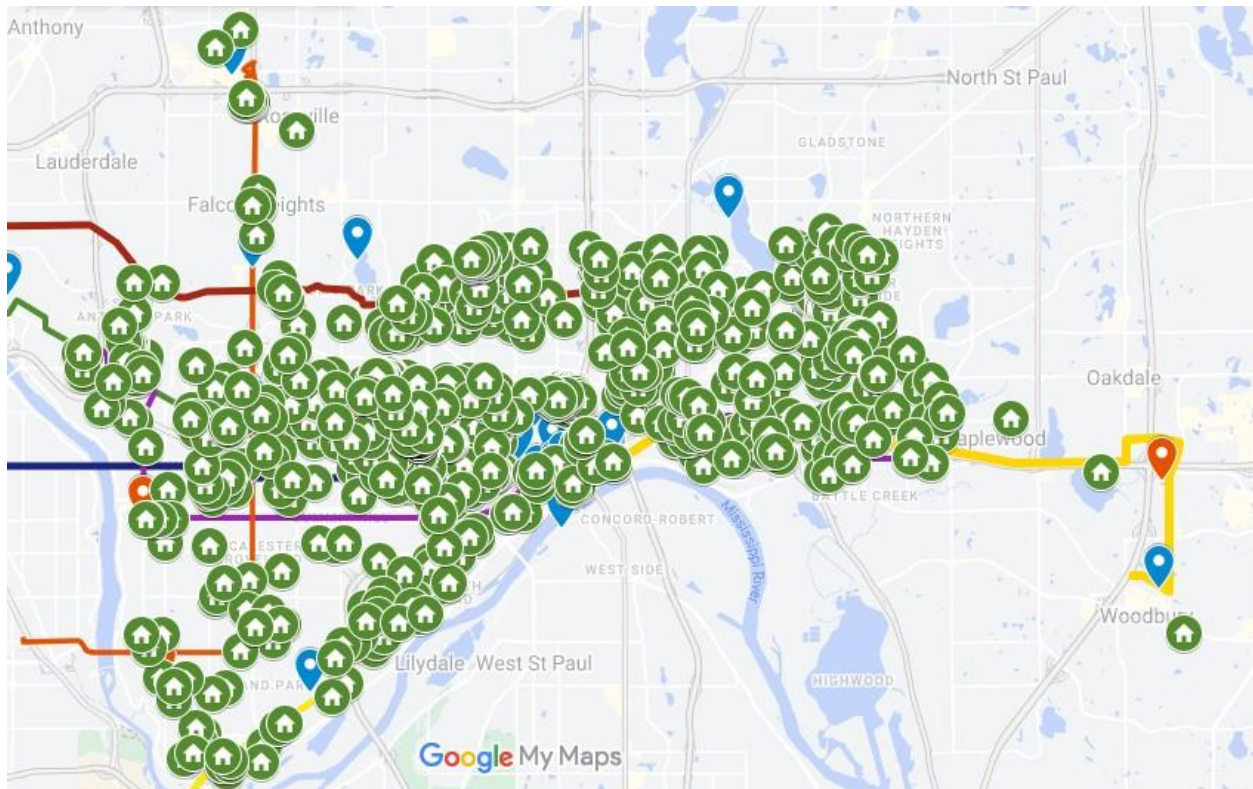
**Embracing East Metro Transit Expansions Through Events**  
Move Minnesota

### Affordable Housing Brief

There are 1098 sites that offer family-friendly affordable housing that are within a half mile of East Metro High Frequency Network transit lines near event venues. Together these sites offer more than 15,000 affordable housing units where families with high-school aged children could potentially live. Their number of units, bedrooms per unit, level of affordability, affordability guarantees, and housing choice voucher practices vary widely.

Reading this map:

- Colored lines indicate routes on Metro Transit's High Frequency Network that serve the East Metro
- Green markers indicate affordable housing sites for families within a half-mile of the High Frequency Network (some are partially or entirely obscured by housing markers)
- Red/blue markers indicate a current or future event venue



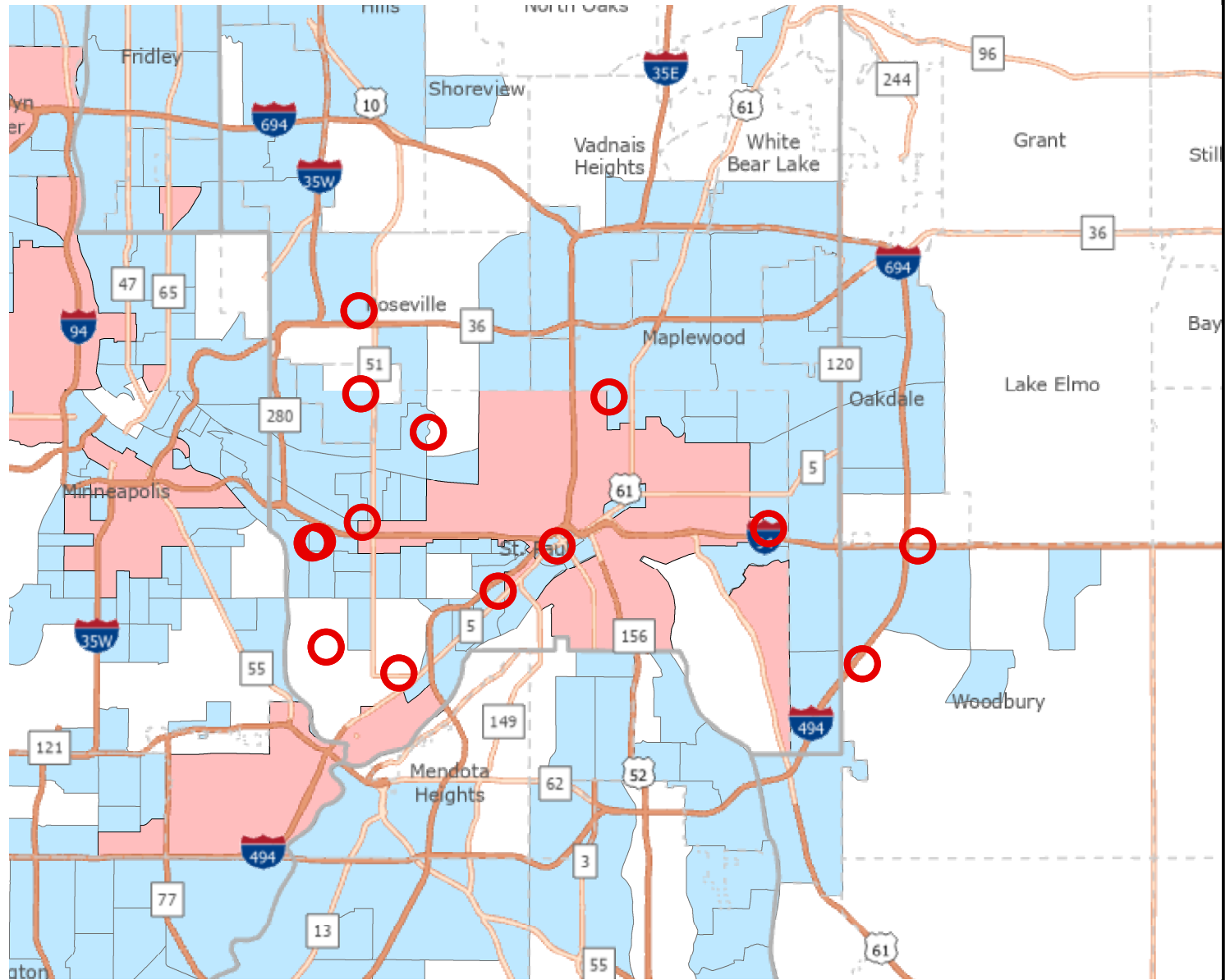


# Socio-Economic Conditions

## Results

Total of publicly subsidized rental housing units in census tracts within 1/2 mile: 10511

Project located IN an Area of Concentrated Poverty.



Points



Regional Environmental Justice Area



Area of Concentrated Poverty



WITHIN ONE MI of project:  
**Regional Economy**

Travel Demand Management Project: East Metro Events | Map ID: 1702394286167

Totals by City:

**Falcon Heights**

Population: 6605  
 Employment: 4971  
 Mfg and Dist Employment: 24

**Lake Elmo**

Population: 1638  
 Employment: 1379  
 Mfg and Dist Employment: 6

**Maplewood**

Population: 18170  
 Employment: 13899  
 Mfg and Dist Employment: 726

**Minneapolis**

Population: 10728  
 Employment: 2765  
 Mfg and Dist Employment: 81

**Oakdale**

Population: 4953  
 Employment: 5267  
 Mfg and Dist Employment: 884

**Roseville**

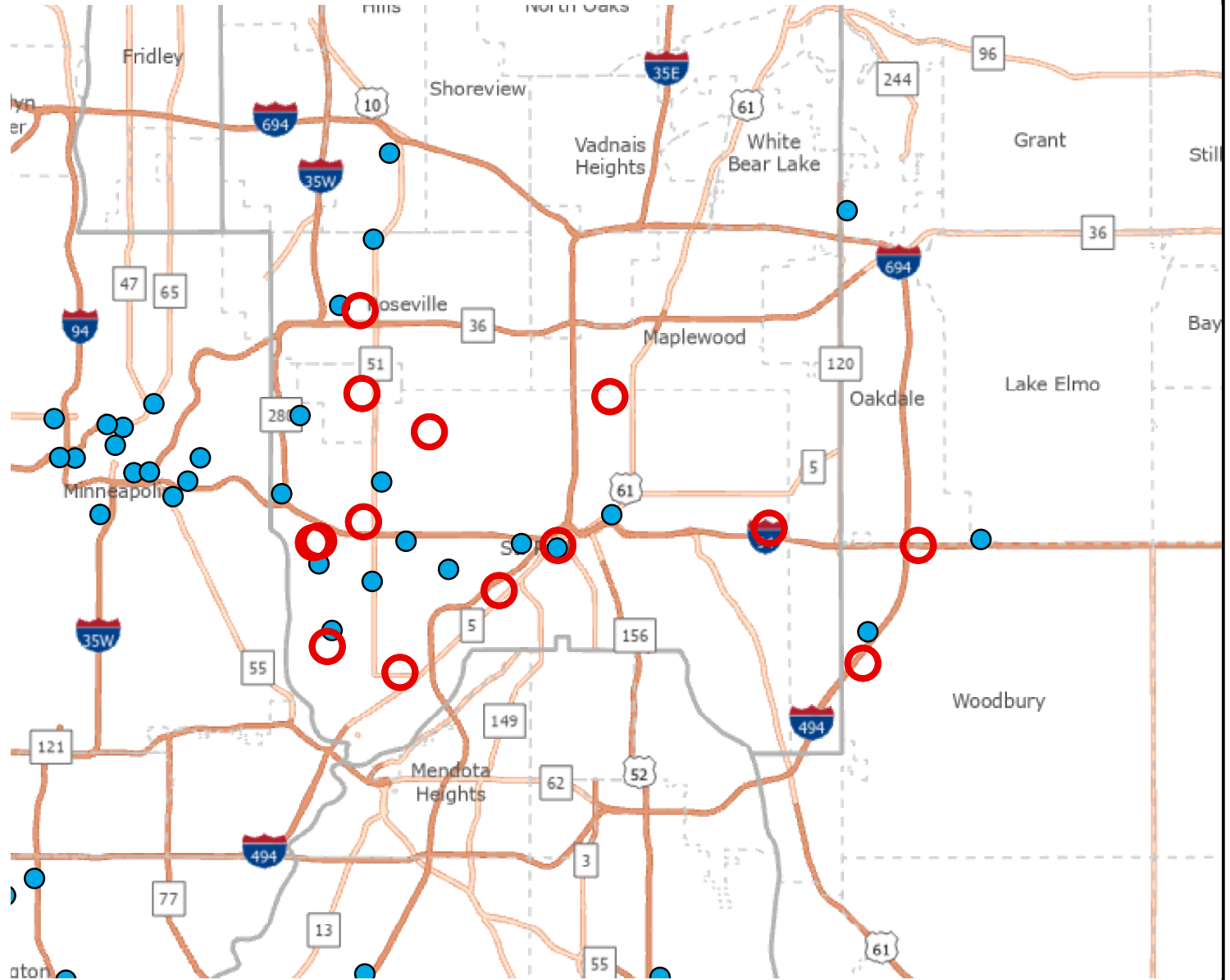
Population: 16828  
 Employment: 32010  
 Mfg and Dist Employment: 5602

**St. Paul**

Population: 225657  
 Employment: 161323  
 Mfg and Dist Employment: 13162

**Woodbury**

Population: 26094  
 Employment: 21038  
 Mfg and Dist Employment: 1183



- Project Points
- Postsecondary Education Centers



Created: 12/12/2023  
 LandscapeRSA5



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





Elaine Koutsoukos

Coordinator-- Transportation Advisory Board

November 30, 2023

Dear Ms. Koutsoukos,

I am writing in support of the regional solicitation application “Embracing East Metro Transit Expansions through Events” submitted by Move Minnesota, the transportation management organization for the City of Saint Paul. The focus of their proposal shifts large event and leisure destination car trips to transit trips and other modes. We look forward to partnering with Move Minnesota on this important work, and hope that you will give strong consideration and preference to their application.

Saint Paul is an emerging ‘hub’ of the rapidly expanding METRO network of fast, frequent light rail, Bus Rapid Transit, and Arterial Bus Rapid Transit. Move Minnesota has identified an opportunity to transform the travel patterns of communities not just within Saint Paul, but East Metro communities throughout Ramsey, Dakota, and Washington Counties. In this project, Move Minnesota intends to leverage the wide draw of large events and leisure destinations to attract new and increased ridership to the new and improved METRO lines in the East Metro. The benefits of this project include decreased congestion (especially around large events), cleaner air, healthier individuals and community, and better connections to transit service.

Further, we appreciate the ways in which Move Minnesota’s application advances the goals of the Saint Paul Pedestrian Plan, the Saint Paul 2040 Comprehensive Plan, and the Saint Paul Climate Action and Resilience Plan. As partners in improving the vitality of the city, we see great value in connecting visitors and neighbors to what makes Saint Paul livable.

We strongly support Move Minnesota’s proposal and are glad to provide our recommendation for your consideration in the evaluation process.

Sincerely,

A handwritten signature in blue ink that reads "Joe Spencer".

Joe Spencer

President

Saint Paul Downtown Alliance