

**St. Paul Smart Trips Board of Directors Meeting  
February 25, 2010**

**Present:** Dallman, Iosso, Stark, Swanson, Hyers, Belaen, Warden, Nimmer

**Absent:** Fielding, Morrison, Crain, Lucas, Tibbetts

**Staff:** Baum, Clark, Goebel, Treat, Harris

Call to order: 8:07 am

**I. Approval of agenda**

Iosso moved to approve the agenda. Hyers seconded, motion carried.

**II. Approval of Minutes**

Swanson moved to approve the minutes. Belaen seconded, motion carried.

**III. Acceptance of January Financials**

## Saint Paul Smart Trips - Narrative Financial Report

January 31, 2010

**Cash Position:**

Wells Fargo Checking Account:	\$ 9,567
Wells Fargo Savings Account:	\$ 0 (closed)
Bremer Checking Account:	<u>\$39,120</u>
Total Cash:	\$48,686

**Grant & Local Match Report:**

**CMAQ Grant (FY 2009)**

**\$239,479 Awarded - \$139,852 Received - \$30,789 Receivable - \$68,838 Balance**

**Expires 3/31/10 (but can roll into FY 2010)**

Grant for 4/1/09-3/31/10 is \$239,479; grant for 4/1/10-3/31/11 is \$251,453. Our budget for FY 2009 is based on \$251,453 per year, however we project we will spend less than this, closer to \$200,000. The remaining balance of the two-year CMAQ contract will be spent in FY2010. Local match required on \$239,479 is \$59,870. Revenue from qualifying partners and grants through December met our requirement for the year.

**McKnight Grant (FY 2009)**

**\$40,000 Awarded – \$40,000 Received - \$0 Balance**

McKnight awarded Smart Trips a \$40,000 general operating grant in FY2009. There is no match or reimbursement requirement to this grant, but McKnight has indicated they will not award our organization this type of grant that is not tied to programming in the future.

**UPA Telework Grant (FY 2009-FY2010) – total contract 18 months**

**\$75,249 Awarded – \$11,360 Received - \$1,493 Receivable - \$63,396 Balance**

**Expires 9/30/10**

UPA Telework grant is direct reimbursement for all costs (including staff time) for UPA expenses. This can be counted toward our local match, but we need to spend it to receive it.

**Bike Walk Twin Cities (FY 2009) - July 21, 2009 effective date**

**\$102,000 Awarded - \$20,926 Received - \$7,513 Receivable - \$73,561 Balance**

Requested funding for evaluation & support for RSM program. Funding was awarded by BWTC. Expenses as of July 21 are eligible and first reimbursement through October 31 was received in January.

**Local Match Community Partners (FY 2009)**

- Ramsey County: Contract for \$10,000 anticipate \$5,000-\$7,500
- Port Authority: \$1,000
- City of Saint Paul: \$8,300.
- City COPP program: \$2,000 toward Snelling Ped Safety Campaign. Payment for first invoice received in September for \$1170.60. Payment for final invoice received in December for \$172.50. Unspent balance was \$656.90.
- High Winds Fund: \$1,000 towards Snelling Ped Safety Campaign. Funds received in June.

**Banking Update**

- **Bremer Bank.** We opened a checking account with Bremer Bank in December. We are in the process of closing out our Wells Fargo account and transferring all cash to Bremer. The bank does not think they will be able to help us with a line of credit do to the nature of our organization and how our revenue comes in.
- **Non Profit Assistance Fund.** We will continue to explore gap financing options with the Non Profit Assistance Fund, although hopefully will not need it in FY 2009 or FY 2010.

**Variance Report:**

**Monthly Variances greater than \$1,000 and 10%.**

<b>INCOME</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>
<b>CMAQ Grant Income</b>	\$0	\$12,524	(\$12,524)	(100%)
CMAQ reimbursement for October eligible expenses was received in December and reimbursement for November expense was not received until February.				
<b>Local Match Income – Grants</b>	\$0	\$4,966	(\$4,966)	(100%)
Monthly reimbursement from UPA telework was estimated to be \$4,966, but we have been spending less than budgeted each month on these expenses. Since this is an 18 month grant, we have through September 2010 to spend the entire allotment.				
<b>Other Income</b>	\$28,390	\$20,926	(\$7,464)	(35.67%)
This income in January was our first reimbursement from the Bike Walk grant and covered expenses from July 21 – October 31. We budgeted in January we would have a reimbursement from the Bike Walk grant for an RSM survey. Due to a delay in funding this project the survey schedule has been adjusted.				
<b>Total Income</b>	\$21,593	\$46,505	(\$24,912)	(53.57%)
See detail above.				

<b>EXPENSE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>

<b>Memberships</b>	\$915	\$2,787	\$1,872	67.17%
Budgeted for several membership renewals in January but actual renewals included Saint Paul Chamber and US Green Building Council.				
<b>Reserve</b>	\$0	\$4,167	\$4,167	100%
Goal in budget to build money in reserve each month.				
<b>Total Expense</b>	\$23,079	\$31,557	\$8,478	26.87%
In addition to the variances mentioned above we spent less than budgeted in office equipment, printing, contract recruitment, benefits, and hourly staff.				

**Year-to-Date Variances greater than \$5,000 and 10%.**

<b>INCOME</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>
<b>CMAQ Grant Income</b>	\$162,329	\$219,256	(\$56,927)	(25.96%)
We have incurred and been reimbursed for less expense from this grant than we budgeted. Our budget calculated 80% of expenses as being reimbursed by CMAQ. Actual general expense not attributed to RSM and UPA are less than we budgeted and will continue to be the balance of the year.				
<b>Local Match Income – Grants</b>	\$51,360	\$93,192	(\$41,832)	(44.89%)
The variance is from UPA Telework Grant Reimbursements. We have incurred and been reimbursed for less expense from this grant than we budgeted. This is an 18 month grant through September 2010 and we will be reimbursed for actual expenses incurred up to our allotment of \$75,000 during this time period. To date we have spent \$11,360.				
<b>Other Income</b>	\$20,926	\$84,031	(\$63,105)	(75.10%)
Our first reimbursement for RSM through Bike Walk grant was received in January for expenses incurred July 21 – October 31. A subsequent request has been submitted for reimbursement of November and December expenses. The paperwork for this grant took us longer to process than we anticipated in the budget causing deviation from our projected schedule. There will still be some significant expenses associated with surveying that this grant will reimburse.				
<b>Total Income</b>	\$251,621	\$417,029	(\$165,409)	(39.66%)
See detail above.				

<b>EXPENSE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>
<b>Hourly</b>	\$3,733	\$9,133	\$5,401	59.14%
Budgeted hourly staff time for employer outreach and RSM but used less than anticipated.				
<b>Contract/Recruitment</b>	\$31,333	\$92,942	\$61,608	61.60%
Budgeted that there would be two a \$30,000 RSM contract expense in October and in December for surveying. Because of the delay in getting this grant approved by Bike Walk Twin Cities, the surveying will be pushed back to later in the contract period.				
<b>Printing</b>	\$9,293	\$14,663	\$5,370	36.62%
Spent less on printing than anticipated in the budget.				
<b>Events</b>	\$3,898	\$10,533	\$6,635	62.99%

We budgeted spending more money on events for the RSM program and UPA program than have actually been spent to date.				
<b>Office Equipment</b>	\$3,289	\$9,203	\$5,914	64.26%
We budgeted spending more money on office equipment and software for the UPA program and general office needs than have actually been spent to date.				
<b>EXPENSE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>
<b>Reserve</b>	\$0	\$41,667	\$41,667	100%
Goal in budget to build money in reserve each month. We have not put any money away in a reserve and to date our expenses have exceeded our revenues by \$15,984.				
<b>Total Expense</b>	\$267,604	\$420,069	\$152,465	36.30%
See detail above.				

Hyers motioned to file a copy, losso seconded. Motion carried.

**Budget**

The proposed local match of \$123,879.96 requires getting additional funding. Funds that are being pursued, but are not yet secured include a grant from the Alliance for Biking and Walking.

Warden stated that the organization has not built up any reserve, though the goal for the year had been to create a reserve of \$40,000. Warden stated that because most of our grants are reimbursable, the only way to build up a reserve is to get donors or sponsors who don't give money for a specific program.

Warden stated that UPA is not useful as a local match because it cannot be used for other programs. Warden pointed out the Treat put a two year budget together last year so the budget being presented is just tweaking and filling out expenses. Hyers asked if you can rollover local match for the next two-year period.

The board discussed future possibilities for bringing in local match dollars. Treat is looking it to whether in-kind donations can count as local match. Belaen suggested approaching larger corporations about sponsorships. Treat said we are going to Travelers for Bike Walk to Work Day. Next year the organization plans to seek funders for the transportation summit. Treat said it is a matter of carving out pieces of our work that are attractive to potential sponsors or funders. Treat discussed the difficulty in asking organizations to pay for something that they used to receive for free. Nimmer suggested we should say, we need to ask for \$500, but the federal government is paying for X% of the service.

losso moved to accept budget, Hyers seconded, motion carried.

**IV. Chair Report**

**Board Recruitment Update**

Nimmer stated that board will have a slate of new board members to vote on at the March meeting. Crain, Fielding and Belaen are planning to leave the board at the end of this fiscal year. In addition, Baso and Adams left earlier this year.

**Year-End Social Gathering**

Nimmer introduced the idea of having a social gathering in early April, after elections, but before the first meeting of the fiscal year. Treat will send out a email to find a time/date. Hyers and Swanson discussed co-hosting a wine-tasting fundraiser.

**Board Giving**

The following policy was introduced:

### ***Proposed Board Member Giving Policy***

*To strengthen her or his commitment to the mission and work of St. Paul Smart Trips, each member of the board shall be asked to make an individual cash donation to the organization annually. Board members will be expected to give at a level they would consider meaningful and in a timely manner.*

Hyers moved to approve. Stark seconded, motion carried.

## **V. Program Update**

### **Program Update February 2010**

#### **eWorkPlace**

*Contract objective: 275 teleworkers added*

*Progress – 93 participants*

Mn/DOT has agreed to participate in a pilot program, setting a floor of 25 participants in the program in the metro areas. Lutheran Social Service has also come back to us with renewed interest in the program, committing to five program participants.

The Mayors of St. Paul, Minneapolis and Bloomington have issued proclamations declaring April “Explore Telework Month.” This will tie into a large April marketing push for the Telework Twin Cities campaign within eWorkPlace. This campaign is designed specifically to encourage employees of organizations to approach their supervisors to try telework onetime during the last two weeks of April.

#### **Metropass objective**

*Contract objective: Increase employee participation with active Metropass contracts by 1%*

*Progress – 4.8% decrease in participation as of Jan. 1*

Metropass numbers continue to decline month to month. Even with adding three new Metropass employers this year and promoting the program whenever possible, the goal of a 1% increase overall has been difficult to reach. With that said, we are performing better than the region, which has seen an overall decrease in participation of 5.4%.

#### **New TDM Objective**

*Contract objective: 40 employers adding new TDM programs*

*Progress – 41 employers adding new TDM programs (**objective met**)*

We have met our goal with this objective. The Global Language Institute has agreed to participate in the GoTo College pass program. Spruce Tree Center has scheduled their first Commuter Fair and is interested in surveying their tenants for their LEED accreditation. The University of St. Thomas also partnered with the surrounding neighborhoods to have two new HOURCARS placed at their facility.

#### **Ride Match Objective**

*Contract objective: Facilitate 1350 ride matches*

*Progress – 2508 (**objective met**)*

We surpassed our ride match goal several months ago, but are continuing to promote ridesharing when appropriate.

Metro Transit is in the process of revamping their rideshare model to reward participants who track their trips via an online calendar with prize drawings throughout the course of the year. This program is tentatively scheduled to

begin next month. The trip tracker will provide the region with more robust data on vehicle miles traveled (VMT) reductions.

**Annual Transportation Summit**

The St. Paul Transportation Summit is next week. RSVP at [www.smart-trips.org/rsvp](http://www.smart-trips.org/rsvp) if you can make it. We have a fantastic group of speakers and vendors lined up for this event and have had overwhelming response to attend.

Special thanks to Board Member Stark for agreeing to present and to Board Members Hyers, Warden and Lucas for agreeing to volunteer at the St. Paul Smart Trips information table.

**Residential Social Marketing**

*Contract Objective: Involve 10% of residents in the program through ordering of materials and events*  
*Progress – 10.9% (objective met)*

After securing funding from Bike Walk Twin Cities (BWTC) for our 2010 residential social marketing (RSM) program, we spent the last few weeks doing outreach and working with BWTC to select a neighborhood. We selected the Highland district and are waiting for final confirmation of that choice from BWTC. See the table at right for some demographics on Highland.

In the coming weeks, we will continue to work with BWTC staff to finalize our program budget and timeline. Activities that are starting right away include data collection for the neighborhood map and outreach to seniors and the neighborhood school. The winter follow-up telephone surveys and focus groups have been completed and a report from the consultant will be completed by mid-March.

**Highland demographics**

Population	23,202
Households	10,619
Race and ethnicity	White – 86% Black – 4% Asian – 4% Latino – 5%
Language other than English	16%
No vehicle	15%
Population 65+	18%
Median household income	\$47,217

Source: Wilder Research, Census 2000

**Central Corridor**

***Station Area Planning for Western, Victoria and Hamline stations***

The city is hosting planning workshops for the three newest station areas on March 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>. John Mark, who served as our alternate on the station area planning steering committee for these three stations, will attend the Hamline open house and workshop and staff will cover the Western and Victoria station areas.

***Community Advisory Committee (CAC)***

The last CAC meeting is now scheduled for March. There has been no word as to how many construction communication committees (CCCs) will be established but we’ve been in contact with community partners about seeking individuals that can represent access and mobility issues. The CCCs will be responsible for allocating bonus funds to contractors based on a set of criteria that is still being established.

***Bike Walk Central Corridor Action Plan (BWCCAP)***

A public hearing draft of the BWCCAP has been released. A public hearing in front of the City Council will be held on April 21<sup>st</sup>. As this falls before our next board meeting, staff will draft written comments on this latest version of the plan and circulate them for board comment prior to the hearing. To review the draft, visit <http://www.stpaul.gov/DocumentView.aspx?DID=11870>.

***Central Corridor Community Agreement***

A group of community members, businesses, organizations, and elected officials have formed a nominating committee to select members for a coordinating committee that will work to develop a Central Corridor Community

Agreement to ensure all neighborhoods and communities along the corridor benefit equitably from this investment and the development that follows. The nominating committee expects those serving on the Coordinating Committee to:

- accept that the Central Corridor LRT project is being built;
- commit to equitable community benefits;
- commit to an inclusive process that is transparent and accountable to corridor stakeholders;
- bring a perspective, constituency, or resources (broadly defined) to the table; and
- although the exact time commitment involved is unknown, participate in monthly meetings and be available to communicate between meetings over e-mail or phone at a minimum.

Should we nominate someone from Smart Trips to participate in the coordinating committee? The deadline for nominations is March 8<sup>th</sup>.

*At the meeting:* Treat asked whether the board wants to nominate someone from Smart Trips to participate in the coordinating committee. Stark suggested Smart Trips could get involved in any work groups that come out of the committee. Nimmer suggested we be a resource for the table, not be at the table.

### **Marshall Avenue Snow Plowing Pilot**

After residents along Marshall expressed frustration at the absence of plowing and ticketing along Marshall, leadership at the Public Works department authorized use of heavy equipment along Marshall to clear snow and “get it done right”. This work took place during the week of February 15<sup>th</sup> and the bike lanes on Marshall are now completely clear and cars are able to park next to the curb. Unfortunately this was an expensive solution and a noisy one that garnered complaints from residents that were woken up during the middle of the night by the sounds of the heavy machinery. The district council has called a public meeting in April to discuss the pilot including the parking ban. We’re working with some partners on a strategy for this meeting to assure that the parking bans remain in place so that the pilot can be administered as planned from the outset of the winter season.

### **Transportation Policy Updates**

#### ***Federal***

The recent announcement of TIGER grants from the USDOT was a very positive sign for TDM. As reported by TLC in MinnPost, of the funds awarded, 77 percent went to investments in transit, bike/walking networks, and freight-related investments for ports and rail. This funding pattern is good for jobs. A recent analysis of stimulus spending from the Center for Neighborhood Technology, Smart Growth America and U.S. PIRG showed that investments in public transportation created twice as many jobs per dollar as investments in highways. With the 2009 stimulus, highways received three times more money than transit. It's good to see the TIGER funding reverse that ratio to create more jobs.

#### ***State***

The statewide Complete Streets Policy bill was introduced at the capitol on February 8<sup>th</sup>. Both the House and Senate bills are making their way through committees.

#### ***Local***

The Regional TDM Strategic Planning process is underway. We’ve had three meetings with the consultants, Urban Trans, and the advisory committee which include reps from the TMOs, Metro Transit, the Met Council, and MnDOT. The next meeting is March 5<sup>th</sup> where we will review a draft plan. The project timeline aims to present a final plan to the Met Council on April 14<sup>th</sup>.

PED staff has been working with the Comprehensive Committee of the Planning Commission to develop recommendations on the proposed parking code amendments. The key changes that the Planning Commission committee recommends are:

- Remove the mixed use corridor provision allowing for a 10% parking reduction on these corridors
- Increase the parking lot size to which maximum parking applies from a 10 space lot to a 15 space lot
- Increase minimum planting area for parking lot trees (to better ensure their survival)
- Allow, instead of require, designation of up to 5% of parking lot spaces for preferential parking
- TDM ordinance (staff is still working on the language with the City Attorney)

The City Council will hold a public hearing in March or April on the Planning Commission recommendation and will vote to deny or adopt revisions with or without additional changes.

## **VI. Committee Updates**

### **Strategic Planning Committee**

Tibbetts will be the chair of the strategic planning committee. The committee will getting going again shortly.

### **Bike / Ped Bridge Vision Work Group**

Clark reported that the group continues to make progress on the Bridge Usability Toolkit.

### **Greenway Committee**

Baum will provide an update next month.

### **Additional Updates**

Stark provided update on the new transportation committee of the planning commission. Soon the Mayor's office will be soliciting nominations for the committee.

Iosso moved to adjourn. Hyers seconded, motion carried.

Adjourn: 9:31 am