

**St. Paul Smart Trips Board of Directors Meeting
February 26, 2009**

Present: Baso, Belaen, Fielding, Hyers, Iosso, Lindstrom, Morrison, Stark, Warden

Absent: Crain, Dallman, Fossen, Nimmer

Staff: Treat, Baum, Clark, Goebel

Call to order 8:08

I. Approval of Agenda

Hyers motioned to approve agenda, Baso seconded, motion carried.

II. Approval of Minutes

Iosso moved to approve minutes, Lindstrom seconded, motion carried

III. Approval of Financials

Belaen arrives

Introduction of narrative report

Warden reported that the narrative report will be used in the future to report on cash position, grants, and variances. The narrative provides a good written record. It allows for the board to not have to go through each line item during the monthly board meetings.

Warden stated that the cash position goal is to have a \$50,000 reserve, which is two months expenses, with that \$50,000 in savings. As of January, there is more in checking than needs to be. Warden stated that she has found that by transferring money to savings, the organization would often run out of money in checking.

Warden reported that to use up CMAQ allotment, \$70,000 needs to be spent before March 31. We will probably not spend the entire budget. In January, only \$19,000 was spent. Without Basnet's salary the entire staff budget will not be spent.

Fielding asked what amount of the CMAQ grant would not be received if it is not spent. Warden reported that it would be 80% of what is spent, or \$18,000. Treat reported that there is a chance that an addendum to the contract can be obtained next year for any surplus funds.

Warden stated that any monies that are spent only cost \$0.20 to the dollar. Hyers suggested that perhaps there are things that can be prepaid; such as tax prep, an audit or new furniture. Treat reported that there are a number of things that are budgeted for spending this year. \$70,000 includes regular expenses plus \$20,000 moved from the '09 budget.

Hyers asked about a bike program as an additional avenue for spending. Treat reported that maps for '09 are a large piece of what is being spent including a bike map and a neighborhood map for Union Park. A down payment on the RSM (Residential Social Marketing) survey has also been discussed as a possibility to spend the additional funds. Hyers suggested that other grants may dictate whether we move forward with the survey however.

Belaen asked what the marketing strategy might be for the coming year and if funds can be spent in advance on it. Treat reported that things are busy right now for staff, so we might not be able to implement any marketing strategy right now. The Transportation Summit is one marketing piece that funds are being used for in the '08 budget.

Hyers suggested purchasing prizes for future events as a way to spend additional funds.

Saint Paul Smart Trips - Narrative Financial Report

January 31, 2009

Cash Position:

Checking Account: \$43,657

Savings Account: \$5,346

Total Cash: \$49,003

Goal to have a two month cash reserve or approximately \$50,000 in Savings Account.

Grant & Local Match Report:

CMAQ Grant \$246,405

Contract period (11 months) 5/1/08– 3/31/09 – Local match requirement fulfilled through the McKnight Grant for the grant period. We have not spent the full grant amount and need to spend \$70,963 in February and March to utilize our full CMAQ contract amount.

Grant for next year \$251,453 per year. Based on two year contract. 20% local match required (\$62,863 per year)

McKnight Grant - \$50,000

Funded for current year through fiscal-agent agreement with University United. McKnight is interested in continuing funding for next year after we have a 501C3.

(FY 2009) UPA Telework Grant – total contract 18 month - \$75,249

Contract period 4/1/09-3/31/09 - \$63,124

This will cover our local match requirement for CMAQ in FY2009

(FY 2009) Bike Walk Twin Cities - \$110,000 - pending

Requested funding for evaluation (\$73,000) & support for RSM program

Board meets beginning of month – likely hear in April

City would need to be fiscal agent – federal \$ only goes to taxing agent

Local Match Community Partners – \$24,000

- Port Authority paid \$5,000
- County budget contribution was \$7,500 but actual contribution will be closer to \$4,000. This is contract for reimbursement of services.
- City is processing a contract to pay \$8,300. We anticipate will be paid by 3/31/09
- Anticipate no funding from BOMA or CCP

Partners for next year:

- Ramsey County: Contract for \$10,000 anticipate \$5,000-\$7,500
- Port Authority \$1,000

Variance Report:

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

INCOME				
	Actual	Budget	Variance	Variance %
CMAQ Grant Income	\$16,163	\$21,876	(\$5,672)	(26%)
Budget was based on equal CMAQ revenue each month. Actual revenue based on expenditures from the previous month.				

EXPENSE				
	Actual	Budget	Variance	Variance %
Wages/Benefits/Taxes	\$13,725	\$17,592	\$3,867	22%
Budget includes wages for Deepti.				
Contract Recruitment	\$1,901	0	(\$1,901)	(100%)
Contract for Damian. Budgeted annual contract labor of \$12,000 and year-to-date we are in line with budget.				
Memberships	\$0	\$1,957	\$1,957	100%
We budgeted to pay memberships in January but we have paid earlier in the year.				

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

INCOME				
	Actual	Budget	Variance	Variance %
CMAQ Grant Income	\$196,277	\$218,358	(\$22,081)	(10%)

Budget was based on equal CMAQ revenue each month. Actual revenue based on expenditures from the previous month.				
Local Match Income – Partners	\$8,442	\$22,750	(\$14,308)	(63%)
Budgeted revenues from County, City, Port, CCP, and BOMA. Actual revenues from County and Port.				
Local Match Income – Grants	\$37,587	\$50,000	(\$12,413)	(25%)
McKnight Grant is paid on a monthly basis per fiscal-agent agreement with University United instead of in a lump sum as budgeted.				

EXPENSE				
	Actual	Budget	Variance	Variance %
Marketing & Printing	\$23,172	\$32,667	\$9,494	29%
Parking Guide and Smart Trips brochure have not been printed. We anticipate printing by 3/31/09.				
Total Expense	\$253,779	\$282,657	\$28,878	10%
Wages are less than anticipated due to Deepti and marketing expenses.				

McKnight proposal update

Warden reported that McKnight provided \$50,000 for this year, but that next year's commitment is unknown. Treat reported that a Letter of Inquiry was submitted on January 15 for a board decision in May. McKnight has decided to push any decision on '09 funding back pending us obtaining our 501(c)(3) status. They have asked us to submit a Letter of Inquiry by April 15th for an August board decision. Funding for the RSM (Residential Social Marketing) project is now counting on receiving funding through a Bike Walk Twin Cities grant. This year's project may be delayed or cancelled if grants are not received in time.

Fielding requested the status of the 501(c)(3) application. Treat reported that 501(c)(3) applications are pushed back to 150 days from submission, per the IRS website. Treat has asked the attorney from Moor Costello and Hart to call IRS for a status update.

Fielding asked about tax liabilities. Warden reported that contributions may be affected, but won't affect our tax status. Treat reported that the 501(c)(3) status won't matter with Bike Walk Twin Cities funds because the monies have to be distributed through a fiscal agent, in this case the City of St. Paul, whereas other foundations may not want to be involved because of our pending 501(c)(3) status.

Morrison confirmed by asking staff that Union Park is the targeted neighborhood for RSM. She suggested that the City of St. Paul and St. Paul Smart Trips partner for a proposal around Prior Ave. infrastructure projects.

Treat reported that Bike Walk Twin Cities wants to wait until April to make a decision, but is pushing for an earlier decision.

Iosso asked if RSM is the term for the program. Treat reported that we changed the name from pilot because it is no longer a pilot. Iosso asked whether this type of programming is called social marketing elsewhere. Treat confirmed that it is, though it is more frequently superseded by "Individual" rather than "residential."

Iosso moved to approve financials. Hyers seconded, motion carried.

IV. Mission/Vision

Baso reported that the executive committee met to discuss the mission statement with staff. Baso and staff had two subsequent meetings to discuss the mission statement as well. In those meetings, it was found that the mission statement is being held up by needing to gain a broader understanding first of who we are and what we do. Baso also suggested that we should be asking what stakeholders want and need from us. To this point, Baso pointed out, we have been introspective but need to look at who we are serving.

Baso reported that a draft working mission statement is currently "St. Paul Smart Trips ____ by helping people access all their options for getting around (our community)."

Clark stated that there is more than one "what good for whom" (a criteria of good mission statements), and identified the two groups as the greater region and the individual.

Belaen asked if we are being asked to fill in the blank and weigh in on the language that we use. Baso reported that we were hoping to have a mission statement and to pick apart words, but felt that the group is a little further away from that point at the moment.

Key questions for determining stakeholder needs:

Who are the stake holders?

City of St. Paul (governmental body, businesses and residents), commuters, Ramsey County, businesses, parking ramp owners- Warden asked if parking ramp owners are actually a stake holder, Hyers believes that they are- Metro Transit, BOMA, funders or local match partners, employees, P.E.D., Belaen asked if there is an environmental group that we are affiliated with. Iosso advised that main stakeholder is Federal Government. Public Health Departments, District Councils, other non-profits, state of MN., visitors, conventions, partner organizations (i.e. HOURCAR, etc.), bikers, transit users, pedestrians, advocates.

What do they need for us?

Knowledge, access to info, coordination, expertise, context, information, accountability and results directly related to funding, Federal Government needs us to show what we are doing, outreach and marketing as a service for organizations, advocacy representing individuals, innovations-ways of putting it all together, programs, options, tools.

Are any of the stakeholders not getting what they need?

Stark arrives

Clark suggested there may be a need to identify additional partner organizations before gauging what stakeholder needs are.

What do we need from our stakeholders - what resources do they have that we need or that they can do for us?

Operation, sell access to them, access to individuals, money/resources, expectations, demand- half of the stakeholders create the demand and half meet the demand- voice, information.

How do we facilitate?

By finding the most effective ways to get information out, consolidating info, connecting, creating, assembling, organizing, identify the demand, providing a service (interaction), marketing or promoting, create demand?-Clark asked the group to consider if St. Paul Smart Trips creates demand. Lindstrom believes that everyone who wants to go somewhere creates the demand, all we can do is tell them what the options are. Morrison asked if we can shift the demand. Hyers thinks there are two markets, those who want to know and those we can convert. Morrison expounded that we are reducing VMT not the demand to get somewhere. Iosso thinks that we do create a demand via RSM, participants might not be making trips if they aren't able to and our outreach creates the demand. Warden suggested we don't create demand, we create equilibrium; we put demand in line with the supply. Morrison stated that we are improving mobility and accessibility. Fielding asked if reducing vehicles miles traveled is our purpose. Iosso stated that is CMAQ's purpose, but only part of our purpose. Fielding suggested that VMT reduction should influence the mission in some way.

Baso pointed out that the discussion had gone over the allotted time.

Baso asked what the next steps should be. Treat stated that the executive committee should discuss this further at their next meeting. Iosso stated that we have gotten great information here and two great meetings with Brad. He asked if the board trusts the executive committee to fill in the blank in the mission statement.

Belaen suggested sending an email with suggestions on the mission statement. Baso suggested an online forum. Baum asked if we have missed an opportunity to get a mission on the brochure. Treat advised that if we wait until the next board meeting we will have missed the deadline, but could possibly move the brochure to a later date. The brochure had been moved up in order to spend additional CMAQ funds. Hyers suggested prepaying for printing on the brochure [and delaying the actual printing] because the mission statement is important for the brochure. Fielding suggested sharing effective mission statements in the online sharing portion. Belaen asked for draft statement before the next board meeting. Baso advised that there would be a week to respond to mission statement between the next executive committee meeting and next board meeting. Hyers brought up bringing in a consultant as an option to facilitate the crafting of the mission. Baso suggested going to MAP for Nonprofits for a consultant. Iosso suggested that we may not all love the mission statement, but that good enough should be the goal. He continued on to say that if we pay a consultant we may come up with the perfect thing, but we just need good enough. He added that consultants can't help us make decisions that we

can't make ourselves. Stark agreed that we have done the thinking, and that now we need to boil the thinking down.

Action: Executive Committee will finalize draft mission and send to full board in advance of next board meeting.

V. Board Recruitment

Treat reported that we would like to have a board slate prepared for the board to vote on for the March board meeting. Lindstrom has decided to step down, though he will stay on through the next board meeting. We have a 15 member board, five members in each of three categories: government, business and neighborhood. With Lindstrom resigning, there will be only three business representatives. If anyone else is planning to resign we would like to know to aid in putting together the slate. Government representative positions are filled. The board will also need two additional neighborhood representatives. The board also needs to think about the Vice Chair and Treasurer positions. These posts are one year positions that can't be held for more than three consecutive years. Anyone brought on for April would serve a two-year term to stagger the current board terms. The current community representatives are Baso, Hyers and Dallman.

Hyers suggested attempting to recruit a University Ave. community member. Treat also suggested trying to recruit a representative from Travelers and Ecolab, especially Travelers because they have a foundation which could be a source for future funding. Warden suggested the possibility of recruiting an employer that is not downtown. Belaen asked about Securian as a possibility. He advised that there are two Securian representatives on the St. Paul Area Chamber of Commerce board. Hyers also noted that Securian and Travelers have representatives on the Capitol River Council board. Morrison noted that Ecolab is heavily involved in the Central Corridor project. Baso suggested someone from the Summit-U RSM program as a neighborhood representative. Hyers asked if there is a geographic boundary requirement that we are looking to fulfill. Treat was not as concerned about geographic area as long as they were representing St. Paul.

Action: Prepare board slate for voting on at next board meeting

VI. Adopt 2009-10 Work Plan

Treat reported that the work plan discussion is atypical of the common practice because there is not yet an approved mission and vision statement for the organization. However, Metro Transit requires a work plan for the CMAQ funding. Treat went on to say that the structure is based on the current vision statement and measurable objectives required by Metro Transit. The goals are required for a five percent increase in funding for 2010. Goals one through three are St. Paul Smart Trips goals and four and five are Metro Transit goals. Warden asked whether to change RSM goal to a UPA goal. Hyers suggested making it contingent on funding. Treat reported that goals are not rigid, citing NuRide as an example of how the organization did not meet a goal last year but Metro Transit still provided the five percent funding increase because of the circumstances surrounding the project. Hyers asked if the goals are achievable. Baum reported that the Summit-U program received 8.6 percent participation. She further added that more individual face-to-face recruitment should increase participation near the 10 percent goal. Treat reported that the goal of having 40 employers implement new programs is achievable. Iosso asked if funding is not received for the RSM project, if the second goal would go out the window, Treat reported that it would, but that Metro Transit would still offer funding. Morrison

asked if employer language should be changed.

Fielding asked whether the organization should be doing more with regards to the Central Corridor station design. Hyers asked if LRT in general should be a greater focus. Treat reported that she has added a section on LRT to the staff reports detailing our involvement in the Central Corridor project. Hyers asked if we should be doing more. Treat reported that there are several things that the organization has commented on, but more can be done. Fielding feels that final plans should be requested and comments provided before they are sent for federal funding, specifically in regard to bicycle amenities at the stations. Treat asked if she would request these plans from the city of St. Paul or from the Central Corridor LRT Project Office. Morrison advised that the city would most likely be the primary source given that most bike parking will probably have to be on private property rather than in the LRT right of way because of space limitations. Stark reported that racks will be included on the backside entrance to each station. This will be included in a memo of understanding (MOU) from the city to the Metropolitan Council. Fielding asked if University Ave. parking should just be more vehicles. Iosso asked if insufficient racks at the stations are provided, does that fall to the city to make up the difference. Morrison reported that Snelling and Westgate are anticipated areas that will have additional bike parking installed. Fielding said that it could be a good for the organization to formally take a position on the bike parking issue and have that position formally recorded. Iosso reported that this issue is included in the work plan under education. Treat reported that her work on the Central Corridor Community Advisory Council also covers this area.

Hyers motioned to approve the work plan, Belaen seconded, motion carried.

VII. Staff updates.

Bike Walk Week & Commuter Challenge

Bike Walk Week is happening metro-wide this year from May 10-16, 2009. Last year over 2,500 people participated by biking or walking during the week. Bike Walk to Work Day is planned for May 14 and we will be organizing the event again this year in St. Paul. The event will take place in the morning hours before work (i.e. 7am-9am) in Rice Park. Volunteers should contact Damian Goebel (damian@smart-trips.org). On May 6, we will be hosting a Bike Walk to Work Clinic as a way to help people get ready for trying biking and walking to work

The Commuter Challenge promotion kicks off regionally this year April 1st, though in St. Paul we will be kicking it off officially after Bike Walk Week to avoid message dilution.

This year a logo has been designed to brand the promotion and other materials are in the works. The slogan for this year is "Don't lose the challenge." In line with this theme, participants will be encouraged to challenge their co-workers, friends and family to try out alternative transportation options. Our goal is to obtain 2000 pledges from those living, working or playing in St. Paul.

Both of these events will be promoted to attendees of our upcoming St. Paul Transportation Summit on March 18.

Residential Social Marketing (RSM)

We are continuing to work with Bike Walk Twin Cities to try to secure funding for the evaluation portion of the Smart Trips Union Park program. We have submitted a request for funding and have set up a meeting with Christie Manning, a professor at Macalester (one of TLC's experts on social marketing) to get feedback on our plans. In the meantime, planning for the program is moving forward. We have selected a contractor for the Union Park map and have been working with the local district council to fact-check the map, arrange events and garner business support. In March, we'll start developing materials and messaging, planning for events and soliciting for volunteers.

Transportation Summit

We are hosting a Transportation Summit on March 18 from 11:00 am – 1:00 pm at the Landmark Center. Topics will include results from our year end survey, an update from Metro Transit, the UPA Telework project, the Commuter Challenge, Bike Walk to Work Week, and the initiative to adopt a complete streets policy for St. Paul.

We anticipate having speakers and vendors from Metro Transit, City of St. Paul, CCLRT office, various employers to share successes, and others TBD.

UPA Telework

The initiative has been named "E-Workplace". The contract between MNDOT and Metro Transit is awaiting sign-off from MNDOT. TMO contracts are drawn up, but cannot be executed until MNDOT executes the Metro Transit contract. There are meetings this week to finalize responsibilities and research aspects of the project.

Bike Walk Twin Cities

As a reminder, Bike Walk Twin Cities is a federally-funded initiative to increase biking and walking, and reduce driving in Minneapolis and neighboring communities. Transit for Livable Communities (TLC) is designated by federal law to administer this \$21.5M initiative. Jessica serves on the steering committee for the Bike Walk Advisory Committee (BWAC). BWAC met this week to make recommendations to the TLC board on how to spend \$5M of the remaining \$6.5M. The pool of potential projects included 8 infrastructure projects and 3 innovation projects. One of the infrastructure projects is for a bike boulevard along Jefferson Ave in St. Paul connecting the Mississippi River Blvd. to Shepard Road and the Sam Morgan Trail. Public Works has expressed interest in testing innovative strategies on this route so it could prove to be a showcase project for bicycle innovation in the region.

Two of the innovation projects were recommended to the board for funding. These include a bike sharing program for Minneapolis and a bike center at the U of M with capacity for tracking bike trips through RFID technology. There may be opportunities to make use of the RFID technology to help St. Paul employers track and incent bicycle commuting.

The City of St. Paul received planning dollars to fund the Bike Walk Central Corridor Action Plan. A small amount of funds have been set aside for bike and pad. projects that come out of this plan.

Bike Walk Central Corridor Action Plan

Laura attended an open house regarding the draft plan. Comments on the draft are due by Friday, February 27th. We are compiling our comments and will submit them to the city.

Bicycle Advisory Board

Jessica is serving as the chair of the Bicycle Advisory Board (BAB) for 2009. The BAB is holding a workshop this evening to come up with a work plan for the next 9 months. The BAB is considering applying for Bicycle Friendly Community designation through the League of America Bicyclists. Minneapolis has a silver designation.

Central Corridor

The Central Corridor Project Office (CCPO) has completed testing on vibration and noise impacts. A final report was submitted to interested stakeholders including the U and MPR. The Final Environmental Impact Statement (FEIS) will likely be published on April 20th. The CCPO hopes to obtain approval to move into final design at the end of September. One big issue of contention for St. Paul is the plan for street design along University Avenue. The proposed CCPO plan does not include funding for betterments such as street trees, updated street furniture, and pavement treatments at intersection. They are proposing a baseline that would only replace the existing elements but the city has deferred investment in University Avenue for decades in anticipation of LRT so the existing elements are substandard..

Hyers commented that we shouldn't be leaving out the downtown issues. Loss of parking should be extended from University Ave all the way to Union Depot. The Capitol River Council is the only downtown voice on this issue versus eight agencies on University Ave. Treat added that there was station area planning for downtown that she participated in which addressed some of these issues.

VIII. Other Business

Stark advised that Mn/DOT and Met Council are picking projects through stimulus funding. The Transportation Advisory Board (TAB) debated over whether the region would fund highway 610 and the 494 interchange projects versus other smaller local projects. Stark encouraged board members to become engaged on which projects stimulus funding should be spent. Hyers asked who the best contacts are. Stark reported Governor Pawlenty, Peter Bell and the Metropolitan Council in general are best to provide feedback to. Stark advised that if highways 610 and 494 are funded through stimulus funds, there would be nothing else funded. Iosso asked if this is the top 10 list being superseded by the Governor. Stark reported that it has more to do with local municipalities getting their pet projects through. Hyers suggested that the Northstar Rail should be taking the place of additional highways along the same route as the 610 project. Iosso looked for clarification on who is involved in the TAB. Stark is the St. Paul representative, Toni Carter represents Ramsey County. The board consists of 12-15 elected officials and other modal interests such as transit and freight. Hyers asked if the list of projects is published. Stark advised that Mn/DOT has one list and Met Council has another. Hyers asked if Stark could distribute a list. He advised that it is a really long list, but he could distribute a St. Paul list. Treat reported that we are trying to collaborate with TLC and other organizations who communicate these messages to disseminate information. The organization had previously sent an Action Alert which garnered 12 comments to Metropolitan Council on changes to the transportation plan. The Metropolitan Council discounted those comments because they came after the Action Alert. Stark will get information out to the group. Iosso asked if suburbs and exurbs are over represented on the TAB. Stark advised that only 20% of the population live in

Minneapolis and St. Paul, so representation is representative.

Action: Stark to provide the list of proposed St. Paul projects to be funded through federal stimulus funds.

Adjourn: 9:46 a.m.