

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

**Present:** Belean, Crain, Hyers, Iosso, Lucas, Morrison, Nimmer, Stark, Tibbetts, Warden

**Absent:** Fielding, Dallman, Swanson

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

Call to order: 8:02 am

**I. Approval of agenda**

Nimmer suggested moving program update and committee updates to the beginning of the agenda to accommodate late arrival of board members.

**Hyers motioned to approve agenda changes, Iosso seconded motion carries.**

**II. Approval of Minutes**

**Iosso moved to approve minutes, Belean seconded, motion carries.**

**III. Program Update**

**Program Update  
March 2010**

**eWorkPlace**

*Contract objective: 275 teleworkers added by September 2010*

*Progress – 93 participants*

Catholic Charities has verbally agreed to a pilot telework program that will split enrollment in eWorkPlace between St. Paul and Minneapolis. We are expecting to see 20-30 enrollees from their St. Paul office.

Some of our more recent outreach has brought in a few new leads to the program. Three new organizations have been in contact with us expressing renewed interest in implementing telework programs and participating in the program.

In conjunction with the eWorkPlace program, the Telework Twin Cities initiative is kicking off April 11. This program asks participants to explore teleworking with their employer and, if they are allowed to, work from home one time between April 11 and April 24. Anyone who participates in this program and tracks their trips will be entered to win prizes.

Lastly, representatives from Mn/DOT will be meeting with the Deputy Directors of state agencies April 7 to promote the eWorkPlace program to the state offices. As a follow up to this meeting, we will be hosting an event specifically aimed toward implementing telework in the public sector. I have discussed with Hennepin County having them out to speak about their implementation of ROWE and am working on other public sector employers to speak about their programs as well.

**Metropass objective**

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

*Progress – 5.1% decrease in participation as of April 1, 2009*

Our Metropass participation held steady for February, but year to date we are still down 195 riders overall. Metro Transit as a whole has seen a decrease of 5.9% region wide. Despite our best efforts of adding new employers and marketing within existing employers, the price of fuel, employers moving to locations not as well served by transit and people losing their jobs all contributed to the decline in participation.

Changes coming to the Metropass Program should hopefully increase participation in the coming year. Employers will be billed monthly based on actual participation in the program. New employers will be added to this program automatically and existing employers will be moved either based on their current need or when their contract expires. These changes are planned to take place in May of 2010.

### **New TDM Objective**

*Contract objective: 40 employers adding new TDM programs*

*Progress – 43 employers adding new TDM programs (**objective met**)*

Catholic Charities agreement to participate in the eWorkPlace program, as well as the Neighborhood Energy Connection acting on an existing policy to reimburse employees for bicycle travel for business purposes have added to our total for the year.

### **Ride Match Objective**

*Contract objective: Facilitate 1350 ride matches*

*Progress – March data unavailable. As of Feb 1, 2508 ride matches (**objective met**)*

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

### **Annual Transportation Summit**

Our annual transportation summit was a huge success this year. We had over 120 individuals RSVP and had roughly 100 people attend. Five speakers presented various transportation topics that will affect St. Paul in the short term and long term. Overall feedback from our post survey of the event was very positive, with the one complaint being that people wanted more time to network.

Thank you to Board Members Warden, Hyers, Lucas and Iosso for helping with answering questions and registering attendees as well as Board Member Stark for presenting at the event.

Photos from the event can be found at <http://www.flickr.com/photos/smart-trips/sets/72157623549212410/>

Slides from the presentations can be found at [http://www.smart-trips.org/downloads/2010\\_smart\\_trips\\_transpo\\_summit.pdf](http://www.smart-trips.org/downloads/2010_smart_trips_transpo_summit.pdf)

### **Commuter Challenge**

The annual Commuter Challenge promotion will be kicking off on April 5 this year. This year's promotion will feature several prizes available to anyone who pledges to try any mode of transportation other than driving alone one time between April 5 and June 27. It will also feature an expanded prize pool for individuals who track their trips on a weekly basis.

We have already scheduled eight Commuter Challenge fairs and have reserved space at Grand Old Day and the St. Paul leg of the Minnesota Bike Fest.

Individuals can pledge online at [www.mycommuterchallenge.org](http://www.mycommuterchallenge.org).

Organizations can order materials or schedule a Commuter Challenge Fair online at <http://smartrips.wufoo.com/forms/commuter-challenge-materials-order-form/>.

## **Bike Walk Week**

Bike Walk Week is being held this year from June 5-11, with Bike Walk to Work Day on June 10. We will be hosting the Bike Walk to Work Day even again at Rice Park this year, with several other events throughout the course of the week. Bike Walk Week will be directly tied to the prize pool for Commuter Challenge this year and registration will be hosted through the Commuter Challenge site. This will hopefully cut down on the confusion among participants from previous years for having to register for both promotions and will hopefully drive up participation in both.

We will be hosting our first Bike Walk to Work Day planning meeting on April 7 at 9:00 in our office. If you wish to help with planning, or are interesting in helping the day of the event, please contact Damian Goebel at 651-224-8555 x 24 or [damian@smart-trips.org](mailto:damian@smart-trips.org).

## **Residential Social Marketing**

*Contract Objective: Involve 10% of residents in the program through ordering of materials and events*

*Progress – 10.9% (objective met)*

The Highland Park neighborhood was officially chosen and approved by Bike Walk Twin Cities. We have been moving forward on outreach with the neighborhood. Specifically, we have reached out to a variety of senior groups and we are planning two focus groups with seniors in mid-April to shape our messaging to this group. We have also been working with Horace Mann Elementary School to coordinate on safe routes to school messaging and plan an event for the fall. Work on the Highland Park map, coupon book, and other early materials has already begun and will be ramping up in early April.

We expect to receive the final synthesis report on the baseline and winter phone surveys for Smart Trips Union Park, as well as the focus groups, next week. We are in the process of selecting a consultant to conduct the baseline survey for Smart Trips Highland Park. That survey will occur in May.

*Treat reported during the meeting that paid postage return for selected order forms is being piloted this year in an effort to increase participation.*

## **Central Corridor**

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

The last CAC meeting was held on March 18<sup>th</sup>. Peter Bell attended to thank all CAC participants for their time and dedication over the last three years. He stated that the line would not look the same without the influence of the CAC. Outreach staff from the project office is still working to determine how many construction communication committees (CCCs) will be established. Karri Plowman presented on behalf of the Business Resources Collaborative. The group consists of representatives from local CDCs and business associations as well as city government. The group is working collaboratively to support the needs of Central Corridor business and property owners. Their aim is to help businesses survive construction and thrive once the line becomes operational in 2014.

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

Please see the attached document to see staff comments on the preliminary draft and review how these comments were incorporated into this latest public hearing draft. The public hearing on the plan is scheduled for April 21<sup>st</sup>.

*Treat suggested during the meeting that the board send a letter of supporting the plan. The board discussed facilities they would like to see incorporated in downtown including Contra-flow lanes, bike parking, maintenance facility, connections to the Mississippi river and the city's bike route information. Treat to submit for public hearing with additional comments*

## **Transportation Policy Updates**

### ***Federal***

USDOT Secretary Ray LaHood issued a policy statement on March 11<sup>th</sup> that expresses strong support for biking and walking investments. Here's an excerpt from his blog:

"Today, I want to announce a sea change. People across America who value bicycling should have a voice when it comes to transportation planning. This is the *end* of favoring motorized transportation at the expense of non-motorized.

We are integrating the needs of bicyclists in federally-funded road projects. We are discouraging transportation investments that negatively affect cyclists and pedestrians. And we are encouraging investments that go beyond the minimum requirements and provide facilities for bicyclists and pedestrians of all ages and abilities.

To set this approach in motion, we have formulated key recommendations for state DOTs and communities:

- Treat walking and bicycling as equals with other transportation modes.
- Ensure convenient access for people of all ages and abilities.
- Go beyond minimum design standards.
- Collect data on walking and biking trips.
- Set a mode share target for walking and bicycling.
- Protect sidewalks and shared-use paths the same way roadways are protected (for example, snow removal)
- Improve non-motorized facilities during maintenance projects.

### ***State***

Here's a progress update on the statewide Complete Streets bill:

#### *Committees passed*

- House Transportation Finance and Policy—2/25 on unanimous voice vote
- House Finance—3/8 on split voice vote
- Senate Transportation—3/2 on unanimous voice vote
- Senate Transportation Budget—3/16 on unanimous voice vote

#### *Steps remaining*

- House Ways and Means Committee
- Senate Finance Committee
- House and Senate Floor
- Conference Committee (if needed to work out differences between House and Senate version); would require a final vote in House and Senate
- Governor signature

#### *Timing*

It seems unlikely that the bill will be heard by the House Ways and Means and Senate Finance committees before April 6. It seems most realistic that the bill would be heard on the floor sometime between the 2<sup>nd</sup> and 4<sup>th</sup> weeks of April.

**Local**

Staff from OnBoard Midwest has asked Smart Trips to consider signing on as coalition members. The exec committee recommends that we invite OnBoard Midwest to present to the board at an upcoming meeting so we can make an informed decision about becoming coalition members. Staff will work to set up a presentation.

The Planning Commission met on March 12<sup>th</sup> to review committee recommendations on the proposed parking code amendments. The Planning Commission accepted the committees' recommendations and approved them for recommendation to the City Council. A public hearing before the Council will likely be scheduled for May 5<sup>th</sup>. The recommendations are to:

- 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)

**IV. Committee Updates**

**Strategic Planning Committee**

Nimmer reported that the committee is reorganizing. Tibbetts has agreed to chair the committee going forward.

**Bike / Ped Bridge Vision Work Group**

Lucas reported that work is continuing.

**Greenway Committee**

Baum reported that the committee has a draft vision which includes a general vision for the Greenway and design recommendations. The committee plans to host a summit this summer to solicit feedback from the community. Their process has been largely modeled on the midtown greenway. Morrison advised that this committee is the only group calling it the St. Paul Greenway and suggested more clarity in its name. Lucas asked whether ADA standards will be included in their vision.

**V. Acceptance of January Financials**

St. Paul Smart Trips - Narrative Financial Report

February 28, 2010

**Cash Position:**

Wells Fargo Checking Account:	\$ 8,860
Wells Fargo Savings Account:	\$ 0 (closed)
<u>Bremer Checking Account:</u>	<u>\$34,803</u>
Total Cash:	\$48,664

## **Grant & Local Match Report:**

### **CMAQ Grant (FY 2009)**

**\$239,479 Awarded - \$178,247 Received**

**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 – \$12,853 Received**

**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.
- **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%.

INCOME				
	Actual	Budget	Variance	Variance %
<b>CMAQ Grant Income</b>	\$15,918	\$20,008	(\$4,084)	(20.42%)
CMAQ reimbursement less than budgeted in February.				
<b>Local Match Income – Grants</b>	\$1,493	\$4,966	(\$3,473)	(69.94%)
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>	\$0	\$1,910	(\$1,910)	(100%)
We did not receive reimbursement from the Bike Walk grant in February.				
<b>Total Income</b>	\$18,378	\$27,503	(\$9,125)	(33.18%)
See detail above.				

EXPENSE				
	Actual	Budget	Variance	Variance %
<b>Contract/Recruitment</b>	\$5,098	\$11,125	\$6,026	54.17%

Most of the variance is because we budgeted \$10,000 for contract work associated with RSM in February but only spent \$4,289. RSM expenses the entire year have been less than originally budgeted.

<b>Reserve</b>	\$0	\$4,167	\$4,167	100%
Goal in budget to build money in reserve each month.				
<b>Total Expense</b>	\$25,271	\$38,830	\$13,559	34.92%
See detail above.				

**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>	\$178,247	\$239,258	(\$61,011)	(22.50%)
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>	\$52,853	\$98,158	(\$43,306)	(44.12%)
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 \$12,853.				

<b>Other Income</b>	\$20,926	\$85,941	(\$65,015)	(75.65%)
Our first reimbursement for RSM through Bike Walk grant was received in January for expenses incurred July 21 – October 31. Requests have been submitted for reimbursement of November, December and January 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>	\$269,999	\$444,532	(\$174,534)	(39.26%)
See detail above.				

<b>EXPENSE</b>				
	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>	<b>Variance %</b>
<b>Hourly</b>	\$3,733	\$9,567	\$5,834	60.98%
Budgeted hourly staff time for employer outreach. Our current interns are working with us as part of their coursework so this labor has been free of cost to Smart Trips.				
<b>Contract/Recruitment</b>	\$36,432	\$104,067	\$67,635	64.99%
Budgeted that there would be two \$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>	\$9,495	\$15,124	\$5,629	37.22%
Spent less on printing than anticipated in the budget.				
<b>Events</b>	\$4,558	\$10,533	\$5,975	56.73%
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>	\$3,460	\$9,961	\$6,501	65.26%
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>Reserve</b>	\$0	\$45,833	\$45,833	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 \$22,877.				

<b>Total Expense</b>	\$292,876	\$458,899	\$166,023	36.18%
See detail above.				

*Warden reported that the February trend is that money spent and income is less than budgeted, but we do have two years to draw from CMAQ and UPA grants. Nimmer asked about the organization's cash flow. Warden reported that we have received reimbursement for only one Bike Walk Twin Cities invoice. Treat reported that our January CMAQ reimbursement has been received and our February reimbursement is outstanding. Warden reported that the organization is in no risk of running out of cash for several months but if the new Bike Walk Twin Cities contract is delayed, we may have to explore a line of credit.*

*Nimmer reported that we have been able to avoid cash flow issues since the organization made a change to some accounting practices.*

**Crain motioned to file the financials, Iosso seconded. Motion carried.**

**VI. Chair Report  
Review Board Candidates**

Nimmer reported that there are more candidates to the Board of Directors than open positions. He also reported that the executive committee is recommending reorganization, with Iosso to become the chair, Hyers to vice-chair, Warden remaining as treasurer, and Nimmer to immediate past chair. These changes are allowed per the by-laws and will help the organization with continuity.

Nimmer went on to report that there are five vacancies to the board and seven interested members. Plowman, Welna and Truong are recommended by exec committee and of the remaining four candidates, two need to be selected.

Treat reported that the by-laws stipulate a minimum of three representatives from Business, Government and Community. The board will need to decide where the three executive committee recommendations would fall within the categories; all three are residents of St. Paul and represent organizations.

Iosso pointed out that Sarah Merz could also be a Community representative and a Government representative.

Discussion about attendance policy, term limits and reorganization of categories. Tibbetts suggested a map of board members geographic locations.

**Adopt 2010 Board Slate**

Board discussion of candidates.

**Stark moved to add Truong, Plowman, Welna, Merz and Barbeau to the board slate and that the executive committee recommendations be accepted for the executive committee reorganization and the renewal of board members.**

Further discussion of board candidates.

**Hyers seconded, motion carried.**

Tibbetts asked that applicants not selected be invited to stay involved and apply for board positions as openings become available.

Stark thanked past and new exec committee for years of service.

### **Board Social**

Treat reported that the Board of Directors social reception will be held April 8 from 4:00-5:30 at Ngon bistro. The organization has budgeted for hors d'oeuvres and beverages.

### **Approve 2010 Work plan**

Treat reported that the 2010 work plan is based on the current mission and vision of the organization. There are not many changes from previous years. The major change is that the work plan is not broken out by program.

Board discussion of work plan.

Clark reported that he would like to make a change to the work plan. Under the fundraising category, he suggested changing the increase in newsletter goal to be a 50% increase in all electronic subscribers which would include Twitter, Facebook, parking updates and the monthly newsletter.

Discussion on revenue structure based on work plan.

**Iosso moved to accept work plan and changes, Belean seconded, motion carried.**

**Adjourn: 9:37**