

**St. Paul Smart Trips Board of Directors Meeting
April 22, 2010**

Present: Tibbetts, Dallman, Iosso, Hyers, Stark, Plowman, Morrison, Welna, Barbeau, Truong, Lucas, Swanson, Warden

Absent: Nimmer, Merz,

Staff: Baum, Clark, Goebel, Treat

Call to order: 8:06 am

I. Approval of agenda

Hyers motioned to approve agenda, Stark seconded motion carries.

II. Approval of Minutes

Hyers moved to approve minutes, Stark seconded, motion carries.

III. Chair Report

Board Manual

Iosso gave a background on the history of Transportation Management Organizations (TMO) and the merger of the St. Paul TMO and Midway TMO to form St. Paul Smart Trips. He also gave an overview of the board manual. Treat provided further depth on the materials.

Introductions were done of new board members as well as staff and existing board members.

IV. Program Update – April 2010

PROMOTING

Individualized Social Marketing

Smart Trips Highland Park

Work Plan Goal: Involve 12% of residents in the program through ordering of materials and events

Progress – 0% (Program launch June 2010)

Several of the materials for the Smart Trips Highland Park program are set to go to print at the end of April, including the neighborhood map, coupon book, tote bags, t-shirts and leg bands. We are just wrapping up solicitation for the coupon book and currently have 14 businesses signed up. Last week we held two focus groups with seniors in Highland Park to learn more about their travel behavior and how we could encourage them to walk, bike and take transit more. We plan to integrate this information into our kits, newsletters and events.

Following an RFP process, we selected Pepin Hugunin & Associates to conduct the baseline phone survey for the Highland Park program. Surveying will start in late April. Pepin also conducted our Union Park follow-up phone surveys. We recently received a synthesis report on the baseline and winter phone surveys and focus groups for Smart Trips Union Park from Pepin.

Commuter Challenge

Work Plan Goal: 50 individuals tracking trips online

Progress – TBD (data available beginning April 26)

The annual Commuter Challenge kicked off April 5. To date, we have scheduled 16 Commuter Fairs with minimal outreach. We will be sending out solicitation for Commuter Fairs this week to increase that number.

Several organizations we have not worked with in the past or have not heard from in a while have been interested in the Commuter Challenge this year, including the American Red Cross, Gander Mountain and the Minnesota Department of Housing.

Individuals can pledge online at www.mycommuterchallenge.org.

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

eWorkPlace

Contract objective: 275 teleworkers added by September 2010

Progress – 128 committed participants

Catholic Charities has officially committed to the program. They have 25 teleworkers in St. Paul that will be piloting their program, with potential for growth to include flex-scheduling and compressed work week.

Ecolab has also agreed to participate with a pilot of 10 customer service representatives. Their pilot will be scheduled to begin in the next few weeks.

We have also had several leads from non-profits after participating in the MCN Tech Conference. Four new employers have expressed interest from the non-profit sector.

Tibbetts recommended reporting on successes, telling stories of local employers who have implemented telework policies. Warden reported that 15k out of 70k grant for St. Paul has been spent and inquired about ways to spend it down before the end of program in August. Goebel informed the board that funds can be used for consulting, hardware, software, etc. Hyers recommended approaching businesses with a message about how the region being closer to CMAQ non-attainment could affect them.

Bike Walk Week

Our planning for the annual Bike Walk to Work Day on June 10 and Bike Walk Week is continuing. The Capitol River Council has agreed to help with planning and implementation of the downtown Bike Walk to Work Day event. Primarily they will help with day of volunteer recruitment and potentially entertainment and vendor recruitment. They have also agreed to help publicize all of the week's events.

The Commuter Convoys for Bike Walk Week are also beginning to come together. The Commuter Convoys will follow the same routes as last year, but are planned to all be lead by League of American Bicyclist Certified Instructors. We are still in need to walk leaders for the day from various locations.

To find out more about events, Commuter Convoys or to start a workplace team visit www.bikewalkweek.org.

Hyers and Tibbetts introduced ideas about improving access to downtown St. Paul for bicyclists and inquired about organizational short-term efforts.

ADVOCATING

Provide Expertise

Proposed Parking Code Amendments

Please see the attached document to see staff comments on the proposed amendments. The public hearing on the plan is scheduled for May 5th.

Treat sought approval from the board for a letter to City Council. She highlighted parts that differed from a similar letter to the planning commission.

Hyers motioned to approve, Lucas seconded. Stark abstained. Motion carried.

Bike Walk Central Corridor Action Plan

Staff submitted comments on the public hearing draft as discussed at last month's board meeting.

Bike Activist Group

This is a new group that has formed in response to the Bicycle Advisory Board being replaced by a Transportation Committee of the Planning Commission. The first meeting was held on April 13th and about 25 cyclists turned out. Jessica attended this first meeting and we plan to have a staff representative present at the first few meetings to help guide the formation of this group. Towards a positive and proactive entity that can help us to advocate for cycling in St. Paul.

Jefferson Bikeway

Staff attended the final public meeting on the Jefferson Bikeway project prior to the May 5, 2010 Public Hearing at the City Council. We will be sending an Action Alert to our subscribers the week of April 26, encouraging them to attend the public hearing and voice their support for an improved bicycle network.

Transportation Access

Complete Streets

The bill passed the house floor 92-37 on April 21st. The Senate will take up the bill next. The MN Complete Streets Coalition is tentatively planning to hold a parade and press conference outside the Governor's office on April 26th over the lunch hour. The parade will start at the offices of the Minnesota Environmental Partnership: 546 Rice Street, Suite 100, Saint Paul, MN 55103

ORGANIZATIONAL DEVELOPMENT

Fundraising

Work Plan Goal: Broaden potential member base by increasing total digital content subscribers by 50%

These numbers are to establish a baseline for 2010 progress. Numbers are as of April 1, 2010.

- Monthly E-mail Newsletter subscribers: 1317 people
- Quarterly Parking Update subscribers: 314 people
- Smart Trips Neighborhoods on Facebook: 81 fans
- St. Paul Smart Trips on Twitter: 261 followers
- News RSS feed: 0 (doesn't exist)

VI. Acceptance of March Financials

Warden gave an overview for new board members of how St. Paul Smart Trips does financials and asked for questions. Treat reported that we did not receive a 25k grant from the Alliance for Biking and Walking that could have been used for the Smart Trips Neighborhoods program. Warden explained how federal funding we receive requires a 20% match. Plowman suggested that we explore partnering with the Central Corridor Funders Collaborative as a potential local match. Iosso recommended that a committee be formed to explore fundraising and will present ideas at the next meeting. Warden will start documenting ideas in the narrative financial reports.

Cash Position:

Wells Fargo Checking Account: \$ 8,776
Wells Fargo Savings Account: \$ 0 (closed)
Bremer Checking Account: \$68,625
Total Cash: \$77,401

Grant & Local Match Report:

CMAQ Grant (FY 2009)

\$239,479 Awarded - \$204,404 Received - \$17,962 Receivable

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 was based on \$251,453 per year. 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 – \$15,604 Received - \$1,775 Receivable

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 - \$26,970 Received - \$30,681 Receivable

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 %
CMAQ Grant Income	\$48,634	\$11,671	\$36,963	316.71%
This represents three months of CMAQ reimbursement for Dec-Feb.				
Local Match Income – Grants	\$2,751	\$4,966	(\$2,215)	(44.60%)
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.				
Other Income	\$6,045	\$16,059	(\$10,014)	(62.36%)
Reimbursement from the Bike Walk grant was less than we anticipated in March.				
Total Income	\$18,378	\$27,503	(\$9,125)	(33.18%)
See detail above.				

EXPENSE				
	Actual	Budget	Variance	Variance %
Personnel	\$16,304	\$18,142	\$1,838	10.13%
Less hourly work and health care costs than included in our budget.				
Contract/Recruitment	\$24,325	\$1,125	(\$23,200)	(2,062%)
This is RSM survey work that was budgeted for earlier in the year. This expense is 100% reimbursable by Bike Walk Twin Cities grant.				
Reserve	\$0	\$4,167	\$4,167	100%
Goal in budget to build money in reserve each month.				
Total Expense	\$46,843	\$31,497	(\$15,347)	(48.73%)
See detail above.				

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

INCOME				
	Actual	Budget	Variance	Variance %
CMAQ Grant Income	\$226,881	\$250,930	(\$24,049)	(9.58%)
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.				
Local Match Income – Grants	\$55,604	\$103,124	(\$47,520)	(46.08%)
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 \$15,604.				
Other Income	\$26,970	\$102,000	(\$75,030)	(73.56%)
Our first reimbursement for RSM through Bike Walk grant was received in January for expenses incurred July 21 – October 31. Our second reimbursement for November and December expenses was received in March. Invoices for January and February expenses have been submitted. 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.				

Total Income	\$327,514	\$477,853	(\$150,339)	(31.46%)
See detail above.				

EXPENSE				
	Actual	Budget	Variance	Variance %
Hourly	\$3,733	\$10,000	\$6,267	62.67%
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.				
Contract/Recruitment	\$60,757	\$105,192	\$44,435	42.24%
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.				
Printing	\$9,605	\$15,586	\$5,981	38.37%
Spent less on printing than anticipated in the budget.				
Events	\$7,503	\$13,200	\$5,697	43.16%
We budgeted spending more money on events for the RSM program and UPA program than have actually been spent to date.				
Office Equipment	\$3,419	\$10,719	\$7,301	68.11%
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.				
Reserve	\$0	\$50,000	\$50,000	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 \$12,205.				
Total Expense	\$339,719	\$490,395	\$150,676	30.69%
See detail above.				

Stark motioned to file the financials, Plowman seconded. Motion carried.

V. Committee Updates

Strategic Planning Committee

Treat reported that the executive committee has decided to hire a consultant to facilitate planning. Treat will provide an update at the next board meeting.

Bike / Ped Bridge Vision Work Group

Lucas reported that the group is finalizing an attitudinal survey that they are planning to administer in the Union Park District.

Greenway Committee

Baum reported that the group is narrowing in on date for summit which may be at the end of July. The purpose of the summit is to present the committee vision, get people excited about the St. Paul Greenway and to demonstrate community support for the project. Work is being done on a logo for the initiative.

VI. New Opportunities

Uniform brand

Treat explained a push from the 494 Commuter Services TMO board to uniformly brand the TMOs. Talk is happening among directors of TMOs about the advantages and disadvantages. A response is being sought from our board in June. An in depth discussion is scheduled for the May board meeting.

Marshall Median Project

Treat gave background on Marshall median project. Smart Trips has been involved in the snow plowing pilot on Marshall this last winter, and there has been concern from Tibbetts and Welna that community input on the pilot may jeopardize the future of additional medians. Treat encouraged the board to discuss, in lieu of a strategic plan, what our approach is to projects like this that involve District Councils. What should our role be? Tibbetts presented a case for building membership, constituency and would like to see postcards promoting our mailing lists from Smart Trips to involve people in advocacy work we do. Dallman felt that the organization should focus on education and awareness and not necessarily support particular issues. Hyers felt that Smart Trips should be a source of information, and in this case provide education about medians but not necessarily endorse the project. Stark felt that we should be looking for people to join us to make St. Paul better in general, educate on safety benefits and not alienate people by supporting specific projects. Plowman felt that by capturing all interest (positive and negative) we could play a broader role in advocacy. Welna felt that part of doing advocacy is building a base (based on issues) and that this is an opportunity to pull together a list of those who care about biking and walking. He urged the board to not to worry about a vocal minority of people being upset. Tibbetts felt that Smart Trips should provide resources to those interested in doing similar traffic calming measures. Stark was concerned about the organization being viewed primarily as advocacy group and cautioned about the potential of alienating funders. Warden reported on a discussion that the executive committee had about the limited staff resources available for championing individual projects. Morrison echoed Iosso's comment that the organization should help provide facts and educate.

Short term goal: Present opportunity to get on our mailing list if you care about improving transportation options in St. Paul. Provide information on benefits of medians.

Welna motioned to adjourn. Motion carried.

Adjourn: 9:45 am