

**St. Paul Smart Trips Board of Directors Meeting
April 23, 2009**

Present: Adams, Baso, Belean, Crain, Dallman, Hyers, Iosso, Lucas, Morrison, Nimmer, Stark, Swanson

Absent: Fielding, Tibbets, Warden

Staff: Treat, Baum, Clark, Goebel

Call to order 8:05 am

I. Approval of Agenda

Iosso motioned to approve the agenda, Crain seconded, motion carried.

II. Approval of Minutes

Hyers motioned to approve the minutes, Crain seconded, motion carried.

III. Adopt 2009-10 Board Slate

Nimmer thanked Lindstrom for his years of service as a member of the board and presented a certificate which will be sent to him.

Nimmer introduced the board slate document (see board packet). Hyers asked about executive committee terms and whether the board has decided to stagger terms. Treat read from the bylaws related to the executive committee and stated that a member's term in one position cannot exceed three consecutive years. Stark asked about the process for adopting the board slate and whether the board votes on the recommendation of the nominating committee. The executive committee had previously been assigned to be the nominating committee. Nimmer announced that the executive committee recommended Swanson as a business representative.

Iosso motioned to accept Swanson (as an employee of Ecolab) as a business representative, Hyers seconded, motion carried.

Terms for Adams, Lucas, Swanson and Tibbets started April 2009, as stated on the board roster. Hyers commented that the terms of board members are unbalanced (more terms end in 2010 than 2011) and suggested reassessing to move toward having half the board up for re-election each year. Nimmer noted that the executive committee has not yet been approved for the 2009-10 year.

Stark motioned to nominate Nimmer as Chair, Iosso as Vice-Chair, and Warden as Secretary/Treasurer, Iosso asked if there were any other nominations, Hyers seconded, motion carried.

IV. Sustainable Saint Paul Award

Treat announced that St. Paul Smart Trips received a 2009 Sustainable Saint Paul Award in the Transportation Options category for the Smart Trips Summit-U program. The award was presented by Mayor Coleman and Councilmember Stark on April 22, 2009. Nimmer stated his appreciation for staff's work and the city's support. Stark said it was great for him to be able to present the award and mentioned he played no role in nominating or judging for the awards.

V. CCLRT MOU between City/Met Council

Treat presented a Memorandum of Understanding (MOU) between the City of Saint Paul and the Metropolitan Council regarding the Central Corridor Light Rail Transit (CCLRT) project. The MOU is an addendum to the Municipal Consent, which was approved earlier in 2009. Treat outlined some of the big issues addressed in the MOU, including: Parking (working to mitigate loss of parking issues); Vibration (mitigating issues along Cedar Ave); New stations at Hamline, Western and Victoria (language about wanting them to be at least roughed in and if there's extra money the city would get to choose which station to build); Bicycle parking (needing to add as much as possible on far sides of platforms and throughout corridor); Streetscape design (getting extra money for trees, benches, etc.); Operations and maintenance facility (how the facility and the Lowertown community can coexist harmoniously).

Nimmer asked if the MOU has anything about bike lanes. Stark discussed a study done by the Central Corridor Project Office (CCPO) to examine the feasibility of reducing University Avenue down to one travel lane in each direction. He said the study found a reduction would slow traffic down so much that the Cost Effectiveness Index (CEI) would be affected, to the point that the project could not move forward. The CEI is a federally mandated calculation that is used to determine whether projects get funded. Stark said following construction of the line, the city of St. Paul and Ramsey County may have the opportunity to re-assess the issue and change lane configurations. Lucas asked whether priorities have been set for how the roadway would be used if lanes were reduced (i.e. bike lanes, on-street parking, bus lanes, etc.). Stark said that has not been determined and a detailed process would be required.

Morrison announced PED is finishing up the Bike Walk Central Corridor (BWCC) Action Plan. Morrison said she could present that to the board at a future meeting and Nimmer and Treat agreed that would be a good idea. The plan lays the groundwork for future bike and pedestrian improvements. Clark asked if the MOU has anything about supporting routes to the stations. Stark said those issues are not commented on because they are not within the Met Council's purview. Hyers said that Lowertown will be doing a small area plan update and that will be an opportunity to reinforce the bike/ped access issues. Stark commented that the language in the MOU is a bit loose at times and he would have liked to have seen certain sections strengthened.

Stark pointed out that St. Paul Smart Trips could play a role in helping people navigate the city during construction of the Central Corridor line. Morrison said that business owners are getting more interested in transit passes for employees and Smart Trips could be of help to them. Treat pointed out the Central Corridor Project Office outreach coordinators have already been

forwarding people to Smart Trips when there have questions about transportation options in the corridor.

Action Item: Morrison will present the Bike Walk Central Corridor Action Plan at the May board meeting.

VI: Approval of Financials

Treat presented the financials in Warden's absence. Treat introduced the financial narrative and stated that it is an organization goal to have \$50,000 in savings. Treat reported that some CMAQ funds were left on the table for FY 2008. The upcoming CMAQ contract is still in process, which causes some cash flow concerns. However, Treat explained that the Met Council can bill on the leftover funds from FY 2008 in the time until the next contract is active. Metro Transit thinks we'll be authorized to spend on the FY 2009 grant beginning in June.

Treat provided background on the Congestion Mitigation Air Quality (CMAQ) grant for new board members. She explained that the federal dollars go through Mn/DOT, and then to the Met Council for their Travel Demand Management (TDM) program. Metro Transit administers this program and St. Paul Smart Trips works with them and the other Transportation Management Organizations (TMOs) on TDM work. The dollars are provided to regions with varying degrees of congestion and air quality problems. The Twin Cities region is considered a "maintenance area," which means we are voluntarily working to improve air quality. The CMAQ grant funds 80 percent of St. Paul Smart Trips' operating costs and covers a two year period. The other 20 percent of funding must be raised from local sources. The money is issued on a reimbursement basis. St. Paul Smart Trips submits a report each month to the Met Council, who then sends us a check for 80 percent of the money spent.

Treat described the local match money and updated the board on the status of each funder. The McKnight grant had been held up while we were waiting on our 501(c)(3) status, which we received in April. McKnight has our letter of inquiry and we let us know whether they want a full proposal, which we would use to request \$50,000.

Treat described the Urban Partnership Agreement (UPA). Minneapolis is one of four communities participating in this federal program, which is focused locally on improving congestion in the Interstate 35W corridor. St. Paul Smart Trips and the other TMOs are working on the telework aspect of the program, which is called E-Workplace. The contract, which is not yet signed, is for \$75,000 over an 18-month period. Treat said we have been authorized to start billing as of April 15, 2009. The UPA grant covers our 20 percent local match. It can count as local money because the telework portion of the program is actually funded by state dollars. Smart Trips has set up performance goals for the number of teleworkers recruited, peak-miles reduced, etc. Treat reported that there are concerns that teleworking might be losing popularity during the tough economic times because employees may be reluctant to lose face time with supervisors and may not want to appear to be receiving "perks". Treat discussed the work that consultants will be doing on the program and stated that St. Paul Smart Trips will not be doing work on Results Oriented Workplace Environment (ROWE) solutions (which has been adopted

at Best Buy). Baso asked how the \$75,000 will be spent. Treat reported it will be spent on staff time, a new desktop computer (server), consultants and events. Treat described an escrow system which has been set up to hold organizations accountable for implementing their new telework policies.

Treat provided an update on the grant being pursued from Bike Walk Twin Cities. Bike Walk Twin Cities is a federally-funded four-year program, administered by Transit for Livable Communities. St. Paul Smart Trips is seeking money to fund the next generation of the residential outreach program, Smart Trips Union Park. Treat stated that the money cannot be used for reimbursement, which is why the launch date has been moved back to July 1. We will hear May 5 whether they want to fund us. Treat stated that we need to have a fiscal agent administer the grant and she has been in talks with Iosso and Morrison to see if Ramsey County or the city of St. Paul can be our fiscal agent. Morrison said the city would prefer it if Smart Trips paid the up-front costs. Morrison suggested Baum give a presentation on the Smart Trips Summit-U program to city staff. Iosso spoke about the county's perspective and wondered whether there was a way to fold a fiscal agent agreement into the county's existing contract with Smart Trips. Treat will follow up with Iosso and Morrison on the fiscal agent issue.

Treat reported that the Port Authority contributed \$5,000 for FY 2008 and pledged \$1,000 for FY 2009. St. Paul Smart Trips only billed around \$3,500 (out of a possible \$10,000) with Ramsey County last year. Treat just signed a contract for \$8,300 with the city of St. Paul for FY 2009. Smart Trips did not receive any money from Capitol City Partnership (CCP) or the Building Owners and Managers Association (BOMA) in FY 2008, which had been budgeted for. Treat reported she would like to get more big businesses in St. Paul, as well as individuals, to become sponsors/members. Treat stated that in Atlanta, which is a non-attainment area and is required to work on air quality improvements, businesses are required to contribute to the work of TMOs. Hyers suggested using the Atlanta story with corporations to encourage them to support our work so we never reach non-attainment status. Morrison asked if staff has worked with St. Thomas or Macalester on TDM issues. Goebel reported he is attending a fair that day at St. Thomas and works regularly with Macalester. Hyers suggested talking to Pat Lindgren at Councilmember Thune's office to get a complete list of colleges/schools in the area. Treat pointed out we're working with Metro Transit to get an organized pass for the schools.

Swanson suggested finding out which businesses are pursuing Leadership in Energy and Environmental Design (LEED) certification for their buildings and reaching out to them, since transportation is a component of LEED certification. Board members suggested talking to the city of St. Paul, BOMA and the U.S. Green Building Council to find out who is pursuing LEED status. Belaen suggested working with Securian because they are doing a lot of work related to sustainability. Nimmer stated he had been unable to get in contact with Julio Fesser at Securian and asked Hyers to contact him. Stark mentioned that the developer of a project in Ward 4 has agreed to do a Travel Demand Management Plan if the development moves forward.

Treat reported that Warden and Treat will be meeting with the non-profit assistance fund to discuss gap financing in case there is a cash flow issue waiting on CMAQ dollars. Treat

discussed the monthly and year-to-date variances. The Union Park map was budgeted for FY 2009 but was paid for in FY 2008 because there was money available. Additional variances included tax on Twin Cities Bike Maps and Transportation Summit expenses, which were paid for because there was FY 2008 money available. Lucas asked why we received less CMAQ money in FY 2008 than we'd budgeted for. Treat stated this was because we did not spend as much as we budgeted for.

Action Item: Baum will arrange with Morrison to give a Smart Trips Summit-U presentation to city staff.

Action Item: Treat will follow-up with Iosso and Morrison regarding a fiscal agent agreement.

Action Item: Treat will contact the US Green Building Council regarding St. Paul businesses who are pursuing LEED status.

Action Item: Goebel will contact Pat Lindgren regarding schools in St. Paul.

Hyers moved to file the financials, Belean seconded, motion carried.

Saint Paul Smart Trips - Narrative Financial Report

March 31, 2009

Cash Position:

Checking Account:	\$39,666
<u>Savings Account:</u>	<u>\$5,307</u>
Total Cash:	\$44,972

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

Grant & Local Match Report:

CMAQ Grant (FY 2008) \$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 spent \$231,414 of the grant and did not spend \$15,490 which will return to Metro Transit. Unspent funds might be reallocated to the TMO's next year.

CMAQ Grant (FY 2009) \$239,479 - pending

Grant **pending** for 4/1/09-3/31/10 is \$239,479; grant **pending** for 4/1/10-3/31/11 is \$251,453. Our budget for FY 2009 is based on \$251,453 per year which will result in an unfavorable variance of (\$11,974.). 20% local match required (\$59, 870 in FY 2009 and \$62,863 in FY 2010.)

McKnight Grant (FY 2008) - \$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. The 501C3 status was realized in April 2009, retroactive to November 2008 and we contacted McKnight to let them know we are interested in applying for a grant in the August 2009 cycle.

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

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

This will cover our local match requirement for CMAQ in FY2009

Bike Walk Twin Cities (FY 2009) - \$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 (FY 2008) – \$24,000

- Port Authority paid \$5,000
- County budget contribution was \$7,500 but actual contribution was \$3,556. This is contract for reimbursement of services.
- City paid \$8,300.
- Anticipate no funding from BOMA or CCP

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: Working on contract for \$8,300
- Downtown or surrounding business or community opportunities???
 - Travelers (last year \$300 for sponsorship)
 - Ecolab (last year sanitizers for give-away)
 - Flint Hills Resources
 - Central Corridor Funders Collaborative & Learning Network

- Chamber Contacts
- BOMA Contacts
- Convention & Visitors Association
- Others??

GAP Financing Might Be Necessary

- **Non-Profits Assistance Fund:** preliminary inquiry with a loan officer with this organization indicates that we might be able to get Gap financing for some of our project. Kelly and Jessica will meet with loan officer in April.

Variance Report:

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

INCOME				
	Actual	Budget	Variance	Variance %
Local Match Income – Partners	\$8,300	\$625	\$7,675	1,228%
City of Saint Paul paid their match in March. We anticipated this local match payment earlier in the year				

EXPENSE				
	Actual	Budget	Variance	Variance %
Contract/Recruitment	\$4,505	\$0	(\$4,505)	(100%)
This was for contract work to produce a biking and walking map for the Union Park neighborhood to be used for the RSM in FY 2009. We paid for this expense in FY 2008 because there was some money left to spend.				
Marketing & Printing	\$1,639	\$417	(\$1,223)	(293%)
This included expenses for our Transportation Summit as well as sales tax for the Twin Cities Bike Maps that were purchased in February. The maps will be used for the RSM program in FY 2009. We paid for this expense in FY 2008 because there was some money left to spend.				

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

INCOME				
	Actual	Budget	Variance	Variance %
CMAQ Grant Income	\$233,696	\$262,029	(\$28,333)	(11%)
Budget was based on equal CMAQ revenue each month. Actual revenue based on expenditures from the previous month. We will spend less CMAQ than were awarded in the grant in FY 2008.				
Local Match Income – Partners	\$16,742	\$24,000	(\$7,258)	(30%)
Budgeted revenues from County, City, Port, CCP, and BOMA. Actual revenues from County, City and Port. Revenues from County are less than budgeted.				
EXPENSE				
	Actual	Budget	Variance	Variance %
NONE				

VII. Program Update

Commuter Challenge

Goebel reported that 18 Commuter Challenge fairs have been scheduled, without having started our marketing push. We have already taken orders for more materials than originally anticipated and have put in a second order to accommodate requests.

Bike Walk to Work Day

Goebel reported that Bike Walk to Work Day planning continues to move forward. This year's event will be on May 14 from 6:30 – 9:00 a.m. at Rice Park in downtown St. Paul. We are still looking for volunteers to lead rides and walks the day of the event, as well as to staff tables at the celebration.

Bike Walk Commuter Clinic

Goebel reported that we are hosting a Biking + Walking Commuter Clinic on May 6 to talk about gear, route planning, safety, freshening up, etc. from 11-1 in the exhibition space in the Alliance Bank Building's skyway.

UPA Telework

Treat reported that the UPA Telework project is moving closer to its launch. The marketing & communications plan and the implementation plan for the project are nearing completion. Project planners are anticipating that marketing materials will be ready for a mid-May launch, with media buys to follow in early June. Once marketing materials are available, promotion of the project can begin.

RSM

Baum noted that launch of the Smart Trips Union Park program has been moved back to July 1. Staff is waiting to hear about the Bike Walk Twin Cities money before spending significant amounts of money on the project (e.g. printing materials, starting survey work, etc.). Baum stated that 19 businesses have agreed to participate in the neighborhood coupon book, including Whole Foods, Dunn Bros., Cahoots Coffee Bar, Trotters Café, Izzy's Ice Cream and three bike shops.

Pedestrian Safety Campaign

Baum stated that the Pedestrian Safety Campaign, which will target Snelling Avenue between Summit and Selby Avenues, is still set to take place in June and is being conducted in collaboration with the Union Park District Council and Councilmember Russ Stark's office. St. Paul Smart Trips is taking the organizational lead on the project and will use the event in June, prior to the launch of the RSM program, to get residents excited about transportation options.

Transportation Summit

Treat commented that video from the Transportation Summit was compiled by Clark and is now available for viewing on our website.

Bicycle Advisory Board

Treat stated that St. Paul Smart Trips has a permanent seat on the Bicycle Advisory Board (BAB) and that Treat is currently serving a Chair. In the coming year, the BAB will be helping the city apply for Bicycle Friendly Community designation from the League of American Bicyclists (LAB). Treat stated that pursuing this designation would be good motivation for improvement and competition with other cities.

Central Corridor

Treat reported that at the April Community Advisory Committee (CAC) meeting, the Central Corridor Project Office (CCPO) and St. Paul PED presented their joint plan for mitigating the loss of parking in the Central Corridor. Staff will review the plan and make recommendations.

losso commended Treat and others on improving the organization's financial outlook. Stark announced his intention to make a personal contribution to St. Paul Smart Trips and encouraged other board members to do the same.

losso motioned to adjourn, Crain seconded, motion carried.

Adjourn: 9:32 am