

**St. Paul Smart Trips Board of Directors Meeting  
June 25, 2009**

**Present:** Iosso, Swanson, Fielding, Crain, Adams, Lucas, Morrison, Nimmer, Baso, Warden, Tibbetts

**Absent:** Belaen, Stark, Dallman, Hyers

**Staff present:** Baum, Treat, Clark, Khalifa

Call to order 8:06am

**I. Approval of Agenda**

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

**II. Approval of Minutes**

Crain asked the group what purpose the minutes have and how detailed they should be (i.e. transcript of discussion?). A discussion happened regarding having less depth in the minutes. Crain explained that usually in non-profits, minutes reflect what discussions were held, what topics they covered and what motions were or were not approved. Fielding offered support. The board agreed on not backdating this new decision to clean up older minutes.

Crain asked what end decision was made on p.7 of last month's minutes at the end of the "seeking line of credit" conversation. The response was the pursuit of a line of credit or loan not to exceed \$50,000.

Crain moved to approve the minutes, Adams seconded, motion carried.

**III. Acceptance of Financials**

The narrative financial report was not available at the meeting. Warden will deliver it to Treat later. Warden reported that the organization has enough money to pay for its programs. CMAQ grant money has come through. In a few weeks reimbursements dating back to April 1 should be possible. Funds should arrive in July. May expenses are less than expected. More to come on leftover funds. UPA telework funds did not arrive in May as expected. Expenses are being incurred in June. Wells Fargo will not give us line of credit. Relationship with Western Bank is being pursued and financial information is being prepared according to their specifications.

Treat reported that McKnight will be conducting a site visit on July 21 BWTC project memorandum & public interest finding are in their hands and being reviewed by FHWA- making its way through their process. Should be done by early July. City of Saint Paul approved resolution on June 24 to enter a contract with St. Paul Smart Trips. Morrison will help guide the contracts.

Fielding moved to accept the financial report, Swanson seconded, motion carried.

#### **IV. Chair report**

Nimmer and Treat met with the building owners about the renewal of the lease for the office space in the Alliance Bank Center. The 3 year term is up at end of October. There is a proposed rate increase of roughly \$15/month. The office space is 1500 square feet and the organization only pays for half of this space. The building owners have the right to rent the half that isn't paid for to another party if a renter is found. Nimmer expressed that he thought another 3 year term in the space is good for the organization, but that in 3 years, with light rail coming, a street level presence may be ideal. Nimmer sought approval for executive committee to execute the 3 year term. The current rate is \$1417 – will go up to \$1430.

Crain motioned to empower the executive committee to execute a new lease. Iosso seconded, motion carried

#### **V. Program update:**

Treat introduced Akmed Khalifa, who will be assisting Goebel on eWorkPlace and on Commuter Challenge fairs. Khalifa is a downtown resident and has been in Twin Cities since 1972.

### **Program Update June 2009**

#### **Commuter Challenge**

*Contract objective: Sign-up 2000 individuals for the Commuter Challenge*

As of June 19, we received 1700 pledges. The Commuter Challenge is coming to a close next week. To date, we have held 30 commuter fairs, surpassing our goal of 25. Two events that we had not participated in the past brought us much closer to our goal this year; Grand Old Day and the Minnesota Bike Festival. We received nearly 550 pledges between those two events. Special thanks to board members Baso, Hyers, Dallman and Tibbetts for braving the cold and rainy weather at Grand Old Day to make our presence a success.

Treat reported at the board meeting that the region is down this year on the number of pledges as compared with last year. She shared speculation that people are afraid to leave desks to attend fairs. Morrison shared that the Commuter Challenge website was difficult to use. Despite all this, Treat reported that we are close to meeting our goal.

#### **eWorkPlace**

*Contract objective: 275 teleworkers added*

We have started our eWorkPlace outreach. Our initial email blast went out on June 19 and Akmed is following up with interested parties this week. We have also held an initial meeting with Lutheran Social Services, who is close to agreeing to be our first participant in the project. They are anticipating a minimum of 10 participants in the project, which would qualify them for subsidized consulting and training. We have a follow-up meeting scheduled for June 30 to further discuss the project parameters and assess where their organization is for implementing a pilot program.

### **Metropass objective**

*Contract objective: Increase employee participation with active Metropass contracts by 1%*  
Metropass ridership participation for St. Paul companies is down 0.4% from April 1 to June 1, 2009. Part of this decrease may be attributed to inaccurate counts of eligible employees for the Metropass program, which is something that we plan to explore in the coming months. Total cards active among St. Paul employers have also decreased by 120 while the total number of cards issued based on contract levels is up by 65 over that same period. The major decrease in active cards appears to be coming from Toltz, King, Duvall and Anderson opting out of the Metropass program. We are off from our goal of increasing Metropass participation over the course of the next year at this point. However, we have at least one new employer (Travelers) poised to start a pilot Metropass program in the coming months which will hopefully help us increase participation. We will also reach out directly to companies that offer Metropass to assist them in marketing the program to their employees.

### **New TDM Objective**

*Contract objective: 40 employer adding new TDM programs*

We have at least 14 organizations who have implemented new TDM programs in the first three months of the year and our on a good pace to meet or exceed our goal for 40 organizations implementing new programs. Some of the new programs include: indoor bike parking at Ramsey County, The Grand Ave. Business Association's involvement in installing bike racks along the avenue, Cray's interest in commuting options for employees in their move to downtown St. Paul and St. Paul Public Schools Pre-K program's interest in getting parents and children biking or walking using our existing maps.

### **Ride Match Objective**

*Contract objective: Facilitate 1350 ridesharing matches*

From April 1 through June 19, 120 individuals have requested online ride match reports toward our goal of 1350 matches this year. The TMOs and Metro Transit are looking into ways to better market the one time trip function of the ride match system. Additionally, we will work with Metro Transit to promote the ride match system as a tool to assist in creating 'school pools'. Our initial target will be private schools that don't provide busing. Finally, we will collaborate at the regional level on a month-long ridesharing promotion in October.

Treat reported at the board meeting that regional numbers are down this year compared with last year.

### **Residential Social Marketing**

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

The program is still on target for a July 8 launch. The telephone survey is in progress and the first focus group (with mothers of young children) has already occurred. The focus group reinforced many of our messages and brought some new ideas to light. The next focus group, with residents of Skyline Tower, will take place on July 8 and will hopefully provide us with information about the unique behavior and challenges of the low-income, immigrant residents who live there. The Union Park map, coupon book, and trip tracking cards have all gone to print and the first newsletter is in the editing stages. We have finalized 12 events through September and will publish a second calendar in the coming months with events for October and November. Last week we sent an email out the participants in last year's Smart Trips Summit-U program, reminding them to keep making smart trips and inviting them to attend Smart Trips Union Park events.

Ainsley Judge, our Intern from Macalester, spent her first couple of weeks assisting with the coupon book and recruiting businesses to participate in our Smart Trips Saturday program. For three Saturdays during August and September, residents who bike, walk or take the bus to three specific businesses will get a free treat (cup of coffee, brownie, cookie). When she returns from her research trip to Portland, Ainsley will start planning more events and writing articles for our upcoming newsletters.

### **Pedestrian Safety Campaign**

The campaign kick-off event took place on Monday, June 22 at Ashland and Snelling. The campaign was a collaboration between the Union Park District Council, St. Paul Smart Trips and Councilmember Stark's office. Attendees included Councilmembers Carter and Harris, Ramsey County Commissioners Rettman and Carter, and Fire Chief Butler. Officials spoke about the importance of pedestrian and driver safety and the value that safe streets play in making a healthier, more livable community. Over 30 people attended the kick-off and it received coverage from KSTP 5 Eyewitness News, Minnesota Public Radio and Twin Cities Streets for People. The campaign is continuing throughout this week, with Police ticketing drivers and pedestrians who violate the crosswalk law.

At the board meeting, it was noted that Police Chief Butler should be changed to Fire Chief Butler. The correction has been made above.

### **Central Corridor**

A coalition of neighborhood groups filed a formal complaint regarding the project. The Met Council has until June 29<sup>th</sup> to respond to the complaint. A team of city planning staff and staff from the Central Corridor Project Office (CCPO) have been conducting parking workshops along the corridor. Business and property owners are invited to these workshops to discuss parking issues and concerns for a given intersection or parcel. Staff then develops proposed solutions which are presented to the business and property owners. Solutions range from setting up shared lots to consolidating dumpsters or restriping to create additional spaces. Grant funds are available to implement solutions but all parties must be supportive of the plan. Utility relocation will soon commence in downtown along 4<sup>th</sup> street and the CCPO has developed a communication plan to keep businesses, property owners, and the general public informed. A similar plan will be developed for University Avenue.

At the board meeting, Treat reported that the City of Saint Paul will be calling together a group to do station area planning for the remaining three stations (Hamline, Western and Victoria). Dallman represented the organization in the past and has offered to do it again. Treat sought direction on this.

## **VI. Snelling Median**

Staff presented preliminary drawings. Board members and staff provided a historical context for the project. A discussion was held about what the role of St. Paul Smart Trips should be. Nimmer suggested a motion that the organization endorse the plan as being in line with the organization's mission.

Crain motioned that Treat draft a statement in support of multimodal transportation options and pedestrian safety being good for business with relation to the Snelling median project. Baso seconded.

Baso added in discussion that the statement should mention the organization's outreach services and role in the community. Adams suggested language along the lines of using our resources to enhance the objectives of all parties involved. The motion carried.

**Action:** Treat will issue the statement without need for future board input.

## **VII. Presentation**

Because of time constraints, it was decided that Morrison's presentation on the Bike Walk Central Corridor Action Plan will be postponed until the August meeting.

Adjourn 9:33am