

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

**Present:** Swanson, Lucas, Morrison, Nimmer, Baso, Warden, Tibbetts, Belaen, Dallman, Hyers

**Absent:** Adams (?), Crain, Fielding, Iosso, Stark

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

Call to order 8:10am

**I. Approval of Agenda**

Swanson moved to approve the agenda, Lucas seconded, motion carried.

**II. Approval of Minutes**

Nimmer asked that the sentence at the bottom of page 1 be changed to read: "Fielding moved to accept the financial report, Swanson seconded, motion carried".

Baso moved to approve the minutes, Morrison seconded, motion carried.

**III. Acceptance of Financials**

Warden said the financials show a negative balance in the checking account, and that this is not actually the case. In June a \$20,000 check was cut for Residential Social Marketing contract recruitment but was held until July when CMAQ money came in to cover April and May expenses. Income is under budget for the year, which should be shifting. Grant income for UPA is coming in later than expected.

Warden and Treat are working with Western Bank to arrange for Smart Trips to have access to temporary money in the future. Western Bank will be receiving our application in the next couple of days. Warden said if Smart Trips decides to go forward with Western Bank, we may be transferring all our banking over to them in the future.

Warden said CMAQ income is below expectations but that is because we delayed spending. In August CMAQ income will be larger to cover these delayed expenses. Warden said we will collect more UPA income in the next fiscal year.

Treat reported that she, Baum and Goebel had a site visit with Lee Sheehy of the McKnight Foundation. They had a larger conversation about where TMOs are going and the kind of work they're doing. McKnight's board will make a decision on our funding in August. Sheehy sees Smart Trips' work as more of a government responsibility and does not expect to provide funding for general operating expenses in the future. If the funding is granted in August, the \$40,000 would go towards Smart Trips' reserve.

Belaen moved to approve the financials, Hyers seconded, motion carried.

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

**Health Plan Update:** Nimmer reported that it has been the organization's practice in the past to provide a stipend to employees to pay for their health insurance. For some time, the organization has been looking to provide a plan to employees. The executive committee has identified a plan that is expense neutral. Staff will pay a percent and the organization will pay a percent and will contribute partially to spouse/dependents' premiums. The plan takes effect August 1, 2009. Smart Trips currently contributes to staff 401(k) accounts through Paychex and will continue to do so.

**Action plan for Strategic Planning/Vision:** Nimmer discussed next steps for board development and suggested it is time to develop a vision that supports the mission. Developing a strategic plan could help us create a work plan, which leads to a budget. Nimmer said he would like to establish a strategic planning committee which will work for the next several months or a year to develop recommendations.

Baso handed out a board and organization development plan for FY2010. Baso recapped the process of developing the mission. Baso said serving on the strategic planning committee would be a commitment of an hour or two per month for two or three months to establish a vision. Baso hopes people would then stay on to do further strategic planning work. Baso said he would like to see the vision statement rolled out for the Nov/Dec board meeting. Baso agreed to chair the strategic planning committee.

Nimmer stated Swanson, Morrison and Tibbetts are willing to serve on the committee. Nimmer said if anyone else is interested, they are welcome, but the group size seems pretty good. Warden said if someone is interested in any of the topics, they could just help on one session and not commit to the serving on the committee.

Baso motioned to form a strategic planning committee, Warden seconded, motion carried.

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

##### **Commuter Challenge**

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

*Progress – 1731 individuals signed up*

Pledge counts have not yet been finalized by Metro Transit, but it appears that our final Commuter Challenge pledge total is 1731. We staffed 31 events and provided materials to an additional 50+ employers, mostly through our partnership with the Grand Ave. Business Association. Prizes have arrived for the winners of the drawing and are being distributed over the next few weeks. A follow up survey is also in the process of being finalized by Metro Transit and should go out soon to help gauge the effectiveness of this year's program.

Participation was down sharply this year region-wide with only one TMO meeting their pledge goal. Follow up meetings will be scheduled soon to discuss this year's challenge and what direction to move in next year.

## **eWorkPlace**

*Contract objective: 275 teleworkers added*

*Progress – 0 participants*

eWorkPlace outreach is moving forward. We followed up individually with over 78 employers on the program and have held meetings with the Federal Executive Board, Minnesota Public Radio, Minnesota Department of Human Services and Lutheran Social Services. All four of these organizations have expressed a great deal of interest in the program. Lutheran Social Services will be ready to enroll once they are able to determine how many participants they can provide. We also have an upcoming meeting with the Minnesota Pollution Control Agency on ways to increase their existing telework and flex-schedule programs. A follow up meeting is also scheduled to present to the entire Federal Executive Board, which is made up of senior management from multiple state agencies.

There will be an eWorkPlace kickoff event on July 28 at the Humphrey Institute at the University of Minnesota from 8:30 to 1:00 am. If you or anyone you know are interested in attending, please contact Damian Goebel at 651-224-8555 x 24 or via email at [damian@smart-trips.org](mailto:damian@smart-trips.org).

## **Metropass objective**

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

*Progress – decrease of 0.72%*

We saw the first increase this year in active Metropass cards up to 3,672 from 3,666 in June. However, the number of contracted riders decreased by 230 between June and July. This appears due to a sharp decrease in participation by Comcast employees, down 330 riders on their most current contract. We also saw a decline of 0.31% in ridership, partially due to the substantial loss of riders and partially due to the increase of eligible employees in Comcast's plan, up 600 from the previous contract. Moving forward, making inroads with Comcast to find the reason for their precipitous drop off and to increase their participation in the program and emphasizing Metropass at outreach events is a priority for our employer outreach.

*Goebel reported at the board meeting that the increase in unemployment rates regionwide likely contributes to the drop in Metropass participation.*

## **New TDM Objective**

*Contract objective: 40 employers adding new TDM programs*

*Progress – 17 employers adding new TDM programs*

The city of St. Paul is in the process of sending a commuter survey to every employee. This survey will be used to both inform their own commuter programs as well as to inform a potential TDM ordinance for the city of St. Paul. We have also been in contact with a division of Microsoft that is relocating to downtown St. Paul and they have expressed interest in TDM programs. Ramsey County has had their new indoor bike parking facilities installed and has also recently rolled out a bike sharing pilot program for their downtown employees, allowing employees free use of a bicycle for both personal and business use. Lastly, Travelers has agreed to pilot Metropass for six months starting September 1. We are continuing to see interest in many of our employer program areas and continually growing the number of employers implementing new TDM measures in the workplace.

*Goebel reported at the board meeting that the Minnesota Environmental Partnership is also planning to add bike parking.*

### **Ride Match Objective**

*Contract objective: Facilitate 1350 ride matches*

*Progress – 275 Matches*

From June 20 to July 21 there were 82 individuals entered into the ride match system. Of those, nine received ride match reports and seven received matches. As of July 21, 275 individuals have been added to the system, 68 of whom have requested a ride match and 52 found matches. We are continuing to explore ways to more effectively market ridesharing and to facilitate more ride matches. Metro Transit has seen sharp decreases system wide in matches as well year to date and is currently exploring more ways of effectively marketing the system region wide. One potential new program could be a school pool program, allowing parents of private and charter school students to form rideshares for bringing students to school.

### **Residential Social Marketing**

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

*Progress – 2.1%*

The baseline survey and the first two focus groups have been completed and MarketLine will be compiling reports in the coming weeks. This week we are completing the first of what will be monthly bicycle and pedestrian counts in the district. These monthly counts will help us document the rates of cycling and walking over time. All of the Smart Trips Kit materials are completed and the second newsletter has been received by residents. Delivery of Smart Trips Kits begins Friday, July 24. The mail-in order forms are just coming in to Smart Trips this week, but we have already received over 60 online orders. Events begin on Wednesday, July 29 at 6pm with a Midtown Greenway Ride. We have 11 other events scheduled through September. These events are featured in our newsletters, on the Union Park District Council website and in the Highland Villager newspaper. This year we are trying out an online RSVP system for events and will also be posting events on Facebook. The next mailed materials that will go out are the Reminder Card (mid-August) and the third newsletter (early September).

Ainsley Judge has been researching and writing profiles of mothers in the district who make smart trips to be featured in future newsletters. She has also be arranging details for upcoming events, working with community organizations and churches, planning events for the fall and working to provide extra bike parking for the Smart Trips Saturdays events.

### **Central Corridor**

The July CAC meeting was cancelled. Brady attended the second Central Corridor Community Summit on July 7<sup>th</sup>. The main purpose of this gathering was to affirm the process and work of the first summit which took place in early March and to adopt the attached Community Summit Resolution. Is this something that St. Paul Smart Trips should support?

*At the board meeting, Treat reported that the board does not have to make a decision about whether to sign on to the resolution right away. Nimmer suggested the issue be tabled and the board be given another month to read it and bring back comments.*

## **VI. DRAFT Downtown Station Area Plan**

Treat reported that Urban Strategies has been working for the last six months on the Downtown Station Area Plan, which combines the Union Depot and 4<sup>th</sup> Street stations. The plan focuses on mobility, land use, built form and public realm. Treat identified many positive aspects of the plan including: Fifth St. and Sixth St. as good east west connections for biking through downtown, activating street life in core, green streets that connect the parks, connections to the river, prohibiting construction of new single-use parking structures and lots, parking maximums.

There was a discussion about parking ramps in downtown and whether the board would support a parking maximum policy. Opinions were mixed and Treat said the board could be silent on the topic if there is no consensus. The public comment period lasts through this month and board members can submit their own personal comments. There was also discussion about a citywide bike parking requirement, which is moving forward at the city led by Kate Reilly.

Action Item: Treat will draft a response to the plan and send a link to the document.

## **VII. CC Parking Solutions Report**

Due to time constraints, Treat suggested moving discussion of the Central Corridor Parking Solutions Report to another meeting.

## **VIII. Presentation: TC Greenways Initiative**

Matthew Hendricks with the TC Greenways Initiative presented to the board on his organization's ideas for developing new greenways in the metro area using a hybrid Midtown Greenway / Milwaukie Avenue model. In St. Paul, TC Greenways would like to see the concept implemented on an east-west street north of University Avenue to provide a connection between the downtowns.

Adjourn 9:40am