

**St. Paul Smart Trips Board of Directors Meeting
August 27, 2009**

Present: Fielding, Stark, Crain, Iosso, Belaen, Tibbetts, Morrison, Swanson, Warden, Dallman

Absent: Nimmer, Adams, Baso, Hyers, Lucas

Staff: Treat, Baum, Clark, Goebel

Call to order: 8:06 am

Iosso acting as Chair during Nimmer's absence

I. Approval of agenda

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

II. Approval of minutes

Stark moved to approve the minutes, Belaen seconded, motion carried.

III. Acceptance of financials

Saint Paul Smart Trips - Narrative Financial Report

July 31, 2009

Cash Position:

Checking Account: \$1,902

Savings Account: \$5,228

Total Cash: \$7,130

Grant & Local Match Report:

CMAQ Grant (FY 2008) \$246,405

We did not spend \$15,490 which was returned to Metro Transit. They are determining if the excess money from all TMO's will be reallocated in 2009.

CMAQ Grant (FY 2009) \$239,479

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. The remaining balance of the two-year CMAQ contract will be spent in FY2010

McKnight Grant (FY 2009) - \$40,000 – invitation to apply for August allocation

McKnight invited Smart Trips to apply for a \$40,000 general operating grant in FY2009. The grant application was due June 1 and decisions will be made at the end of August. There is no match or reimbursement requirement to this grant.

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

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

This will cover our local match requirement for CMAQ in FY2009. UPA Telework grant is direct reimbursement for all costs (including staff time) for UPA expenses.

Bike Walk Twin Cities (FY 2009) - \$102,000 – project approved by MnDOT

Requested funding for evaluation (\$73,000) & support for RSM program. Funding was awarded by BWTC in June. In July we worked on details of using City of Saint Paul as fiscal agent. MnDOT approved the project in July and the requisite contracts are moving through the city process for signature. Expenses as of July 21 are eligible and reimbursements should start in September.

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: Contract signed for \$8,300. City is processing our invoice.
- City COPP program: \$2,000 toward Snelling Ped Safety Campaign. First invoice submitted in August for \$1237.59. Final invoice due in October.
- High Winds Fund: \$1,000 towards Snelling Ped Safety Campaign. Funds received in August.
- Downtown or surrounding business or community opportunities???
 - Travelers (last year \$300 for sponsorship)
 - Ecolab (last year sanitizers for give-away)
 - Flint Hills Resources
 - Chamber Contacts
 - BOMA Contacts
 - Convention & Visitors Association
 - Others??

Bank and GAP Financing Update

- Well Fargo currently is our bank. For a number of reasons we are exploring switching to a new bank.
 - They did not have any products available to provide us with gap financing or a loan
 - They have moved out of the downtown
 - Smaller community banks are more flexible working with non-profit organizations like Smart Trips.
- **Non-Profits Assistance Fund:** Kelly and Jessica met with loan officer. There is a loan program available but they suggested talking to a bank for better terms..
- **Western Bank Loan or Line of Credit:** Kelly and Jessica met with Western Bank and submitted an application for a loan or line of credit. They are a smaller bank with more flexibility to work with organizations like ours.
- **In the fall Kelly and Jessica will explore other banking opportunities.** The ideal bank for Smart Trips would be one that:
 - Has a downtown branch
 - Can provide creative financing like loan or line of credit when gaps in our funding.
 - Can provide online access to accounts (checking, savings, line of credit and credit cards)

Variance Report:

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

INCOME				
	Actual	Budget	Variance	Variance %
Local Match Income – Grants	\$0	\$4,966	(\$4,966)	(100%)
Expected we would collect on UPA Telework expenses in June. These were received in August.				

EXPENSE				
	Actual	Budget	Variance	Variance %
Contract/Recruitment	\$400	\$25,240	\$24,840	6,210%
This is RSM expense. Although the \$20,000 check was cut in June it was not spent until July when it was budgeted. This expense is for survey work and will not be reimbursed by Bike Walk Twin Cities but future RSM costs will be.				

Training & Conferences	\$1,884	\$0	\$1,884	(100%)
Expenses for ACT conference in September. Budgeted for these expenses to occur during month of conference..				
Printing	\$5,411	\$2,611	(\$2,800)	(107%)
Printing for RSM in July.				
Events	\$200	\$1,400	\$1,200	85%
Budgeted for an RSM event in July. Waiting for reimbursement from BWTC to be secured.				
Incentives	\$64	\$4,449	\$4,375	98%
Budgeted for RSM incentives in July. Waiting for reimbursement from BWTC to be secured.				
Bike Racks Purchase/Install	\$2,685	\$429	(\$2,256)	(526%)
Facilitated bike rack purchase for Ramsey County. Expense will be reimbursed in full through our contract.				
Reserve	\$0	\$4,167	\$4,167	100%
Goal in budget to build money in reserve each month.				

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

INCOME				
	Actual	Budget	Variance	Variance %
CMAQ Grant Income	\$56,062	\$98,010	(\$41,949)	(42%)
Received our first reimbursement for FY2009 expenses in July for April and May expenses. We did not receive reimbursement for June expenses until August. We are working with Metro Transit and internal accounting processes to expedite reimbursement in the future.				
Local Match Income – Partners	\$2,214	\$16,800	(\$14,586)	(87%)
Expected we would collect income from local match partners early in the year.				
Local Match Income – Grants	\$0	\$21,399	(\$21,399)	(100%)
Expected we would collect on UPA Telework expenses in April-July. Payment for Apr-June invoices was received in August.				
EXPENSE				
	Actual	Budget	Variance	Variance %
Personnel	\$69,627	\$77,367	\$7,740	10%
Intern started later than anticipated in budget and benefits for employees are less than budgeted.				
Contract/Recruitment	\$22,345	\$28,232	\$5,887	21%
\$20,000 was spent for RSM pre-survey work. Invoice for survey report work has not been received yet.				
Printing	\$5,566	\$11,894	\$6,328	53%
Held off on printing for RSM until BWTC was secured.				
Reserve	\$0	\$16,667	\$16,667	100%
Goal in budget to build money in reserve each month.				

Year to date, income is behind budget. This is partially due to a delay in the reimbursement process and partial due to local matches not coming in.

Morrison advised that she has pushed through the City of St. Paul's \$8300.00 local match last week and it should be coming in soon. Warden recognized that this has been a struggle in the past and has taken up to a year.

Fielding asked what the forecast for the fiscal year is. Warden reported that the budget is on track with where we thought we would be April 1, but that we are spending less than was anticipated when the budget was put together.

Warden brought up that we will be putting together a budget committee to help Treat with the 2010 budget. Iosso suggested that another responsibility of this committee be fundraising. Warden announced that Treat will be out on her honeymoon the month of Sept. When she returns they will start looking for a new bank. The ideal situation would be to find a bank that will issue a line of credit and with a downtown location. Iosso suggested Park Midway Bank. Tibbetts suggested Western and Bremer bank given their philanthropic arms.

Crain moved to accept the financials, Stark seconded, motion carried.

IV. Chair report

Iosso reported that the Executive Committee has worked with Treat on her absence plan and is satisfied that all responsibilities will be met. He also reported that the office will be closed the week between Christmas and New Years.

Iosso reiterated that there will be a committee formed in the near future to look at the 2010 budget. Warden asked what the budget committee process will be. Iosso advised that this announcement is meant to foreshadow future calls for participation.

V. Program update

Program Update August 2009

eWorkPlace

Contract objective: 275 teleworkers added

Progress – 0 participants

The eWorkPlace program continues to garner a great deal of attention, but has yet to have an organization participate fully in the project. To date, we have met with ten organizations about adding or expanding telework programs and have had several other express varying degrees of interest. Three state agencies, MPCA, Mn/DOT and the Department of Admin. seem the most interested in the project and would potentially offer a large number of teleworkers should they sign on. We are also continuing to reach out to existing clients and looking into new outreach opportunities including tabling at the Business After Hours event and attending the Annual Regional Business Organization Conference, which is focusing on transportation this year.

Treat reported at board meeting that all TMOs are experiencing the same challenges.

Metropass objective

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

Progress – decrease of 0.99%

Metropass participation continues to slowly erode from month to month. Year to date, we are down roughly 200 individuals participating in the program. This month Travelers has agreed to enter the program on a pilot basis. They have found that there is more demand than initially

anticipated and will see 60 employees participating in the program upon its initial offering, with another 7-8 waiting to use their remaining pre-paid passes before entering the agreement. The 60 employees participating at the initial offering represents 2.5% of the employees eligible for the program.

New TDM Objective

Contract objective: 40 employers adding new TDM programs

Progress – 21 employers adding new TDM programs

The City of St. Paul completed their Commuter Options Survey and were provided with a citywide Commuter Options Plan. We are continuing to put together a downtown specific Commuter Options Plan for the city as well. We have also been engaged by the Riverview Economic Development Association about the potential for adding bicycle parking at businesses along Robert St. and Cesar Chavez and have presented to the Midway Chamber's Economic Development Committee on some of the financial benefits of offering TDM programs. We have also engaged The College of St. Scholastica's downtown St. Paul campus on the possibility of adding GoTo College as an offering for students and Metropass as an offering for staff and faculty.

Ride Match Objective

Contract objective: Facilitate 1350 ride matches

Progress – Data unavailable

We are continuing to market ridesharing to organizations as much as possible. Metro Transit has officially announced that the School Pool program is available to all schools in the Metro Area and we have begun outreach for this program. They have also produced new rideshare brochures that provide information on both standard carpool/vanpool as well as the dynamic rideshare feature available online. This year, Ride Share to Work Week will be expanded to the entire month of October. Metro Transit will be providing a \$10 incentive to anyone who searches for a new carpool between October 1 and October 31. They also plan to move forward with regular drawings to reward individuals who search for a ride match.

Residential Social Marketing

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

Progress – 6.6%

MarketLine has submitted the baseline survey report and reports for the first two focus groups. Earlier this month we completed bike/ped counts at 11 locations in the neighborhood with help from nine volunteers and two staff. We will continue to do monthly counts at three locations. The reminder postcard was received this week and we have started receiving reminder card orders in the mail. At this time in the process last year we had 330 orders and this year we have 410. Overall, events have been well attended this year. We have had 12+ people each at four events and had 7 people at our new event "How to Ride the Bus." This Saturday is our first "Smart Trips Saturday." People who walk, bike or bus to Cahoots Coffee Bar can get a free small coffee or iced tea. The third newsletter is our next mailed piece and it will be sent in mid-September to households who have ordered a kit.

Ainsley Judge finished up her internship on August 7. We are bringing on some hourly support to assist with kit building and delivery. With Ainsley gone, staff did not have enough time to carry out these activities. Staff reviewed applications last week and interviewed six candidates. Based on availability, interest and experience, we chose two individuals to hire for 5 – 15 hours per week, with work concentrated on the next three weeks, but not going past October 5.

Baum reported at the board meeting the names of the two individuals hired to make bike deliveries are Cael Warren and Ray Phillips. She has been targeting participants this year with more direct email marketing, using the pledges made on their order forms to keep them engaged in the program.

Baum reported that she is currently creating programming to promote use of alternatives in colder months. Bike Walk Twin Cities was very interested in this aspect of the programming during the grant application process.

She also reported that the program has been holding regular bike counts in conjunction with Bike Walk Twin Cities to measure biking and walking in the Union Park district. Monthly counts are being held in three locations and yearly counts will be held in 11 locations throughout the district. Volunteers and staff participated in the counts. Apart from the data received, the counts can be a good relationship builder with partner organizations and individuals in the area. Baum described the process for bike counting and Treat explained that the counts are often used to advocate for bicycle and pedestrian infrastructure improvements and amenities

losso asked if the size of the neighborhood this year was comparable to that of last year. Baum reported that each was about 7100 households.

Central Corridor

At the August CAC meeting, Peter Bell was present to announce and discuss the Record of Decision that the FTA granted for the Central Corridor. This is an important next step for the project and means that the FTA felt that neither the concerns of the U of M nor the equity complaint filed by the Rondo Partnership were sufficient to warrant delaying the project. Mr. Bell acknowledged that they would continue to work toward solutions with both parties. He specifically addressed the additional stations and concerns that additional monies available to the project might not be spent to build out one of these stations. He expressed commitment to building one of the additional stations but acknowledged that using federal funds could require additional environmental review that would delay the project by as much as a year. He is working to locate non-federal dollars to build the station and avoid delaying the project. A similar approach was used on Hiawatha to extend the line to the Mall of America.

Also at the August meeting, artist designs for the 7 St. Paul stations were unveiled. Artists worked with community groups at each station area. Unlike the Hiawatha line, all the stations have a standard design and artwork is limited to specific elements of the station. This will help to reduce operational costs for maintaining the stations.

Finally, the CC Project Office has invited us to sit on the Construction Communication Committee to plan for access and communication during construction of the CC. Damian will represent Smart Trips on this committee. This committee will focus on 4th street construction in downtown but will serve as pilot that will be tweaked and replicated along the corridor.

Treat reported at the board meeting that the city has committed money to a new station along the Central Corridor route. Stark reported that not everything that was sought was received in the new station but that the city had an agreement that additional monies would go to a new station. In addition to the one new station, there is a good chance that a second station and streetscape improvements may be added.

losso asked if CEI number changes with the addition of each station. Stark reported that if there is 100% local funding for some feature, those funds can be set aside when put out to bid. When the budget was submitted for local funding, the federal government accepted a letter of no

prejudice, which allows the money to be spent. Iosso reported that no project which has received a Record of Decision has not been built.

Treat reported that the comments supplied from the board were submitted on the draft of the downtown station area plan. The Second review of a draft will go through the planning commission and we will have an opportunity to make additional comments.

Snelling Median Update

Hopefully you all received our Action Alert from earlier this week regarding the Snelling Median project. We partnered with Macalester College and Transit for Livable Communities to help get the word out about the September 2nd council meeting where a resolution in support of the project will be brought forward by Councilmember Harris. Jessica will attend the meeting on behalf of staff.

Stark reported at the board meeting that many iterations of a plan for the median were reviewed and it became clear that Mn/DOT could install a concrete median for safety reasons on Snelling regardless of the city's participation in the project. A compromise was reached around this point. If the process works smoothly it would be approved the week of September 7. Most issues brought before the council take four weeks. This issue is expected to be approved on September 9. There is currently no construction schedule set.

National Park(ing) Day

Smart Trips approach the City of Saint Paul and the Capitol River Council (CRC) about participating in a National Park(ing) day. The city is tentatively planning to convert the mayor's parking space to a park for the day and Capitol River Council is interested in transforming several spaces along 4th St. near the Union Depot into a linear green space. Treat noted that the station area plan for the Central Corridor line suggests alternative uses for this area along 4th St and Park(ing) Day could draw attention to that idea.

VI. Strategic Planning Committee

Morrison reported that the Strategic Planning Committee, consisting of Tibbetts, Morrison, Baso, Swanson and Treat, met earlier this month to discuss healthy board governance. Three major issues to come out of their discussion were: the nuts and bolts of non-profit operations (conflict of interest, notice, attendance); items the board should be participating in on an ongoing process (cultural competency, neighborhood involvement); and the stability and effectiveness of the board (training, committee requirements, use of resources like Minnesota Council of Non-profits).

Swanson reported some additional questions that came up, including how to deal with term limits and recruitment. Treat reported how the cultural competency aspect of board governance should help inform future iterations of the neighborhood programming, particularly how it relates to transit-dependent populations. Having board members involved in these neighborhoods would help this work. Morrison stated that final recommendations would be presented at the end of the process.

VII. Central Corridor

Parking Solutions Report

Morrison reported that staff from the City of Saint Paul and the Central Corridor Project Office had partnered to identify solutions for mitigating parking loss during Central Corridor construction. She discussed the 11 critical areas they identified and the process they went through with business and property owners to mitigate issues, including small-group meetings.

In addition to this hands-on support, the report provides guidance on specific needs such as accessibility, lighting and shared parking.

Based on these meetings, the parking solutions team is putting together a plan for each critical area and will use these recommendations to kick off grant program for business owners to mitigate parking loss. Applications will be available in October. Stark reported that mayor and city council have pieced together grant money to provide small loans to business to improve lighting and for businesses to band together for shared parking spaces. Morrison reported that the parking solutions report is a staff report, not an official policy or plan.

There was discussion regarding bike parking requirements along University and how that might be incorporated into the Parking Solutions report. Morrison reported that the report is intended to offer short-term fixes to mitigate parking loss directly related to the Central Corridor project. Treat suggested that Smart Trips use the monthly newsletter as a way to do outreach regarding this issue.

Central Corridor Community Statement

Treat asked if the board wanted to support the statement, particularly as it relates to transportation equity. Speaking to the context of the document, Stark reported that there has been a push from the public and elected officials to articulate roles related to the Central Corridor project. He stated that this Community Statement is a starting point in that process.

There was discussion regarding how an additional station along University would affect ridership. The board discussed the relative merits of officially supporting the statement versus simply staying engaged in the process.

Warden motioned to approve the Community Statement and stay in touch with what is happening at the community level with the document, Swanson seconded.

Stark asked for clarification on whether the organization's name would be associated with the Community Statement. Warden advised that this was her intention. There was further discussion as to whether signing on in support fits into Smart Trips' mission given the document's focus on University rather than the entire city. Iosso suggested that the discussion be continued at a later date to give the board a chance to examine the Community Statement further.

Warden amended her motion to keep the Executive Director in touch with the progress of the Community Statement and re-examine this document at a later date.

Stark reported he would abstain on future votes related to this issue.

Motion carried.

Adjourn 9:39 am