

**St. Paul Smart Trips Board of Directors Meeting  
September 24, 2009**

**Present:** Nimmer, Swanson, Morrison, Warden, Baso, Dallman, Hyers, Stark

**Absent:** Adams, Tibbetts, Lucas, Fielding, Crain, Iosso, Belaen

**Staff:** Baum, Clark, Goebel

Call to order: 8:10 am

**I. Program update**

**Program Update  
September 2009**

**eWorkPlace**

*Contract objective: 275 teleworkers added*

*Progress – 2 participants*

We received our first two verbal commitments to the eWorkPlace program. Mn/DOT and the Minnesota Department of Admin. Have both committed to pilots within the agencies for the program. The Dept. of Admin. has identified three units that they will pilot the program with. Mn/DOT is in the preliminary planning stages, but have committed at least one unit that will participate and has discussed as many as five departments coming on for the initial offering. USBank is also very interested in the program. They are planning to offer a pilot for three units within their IT division at their riverbank facility, as well as a pilot within their HR group, which is based out of Minneapolis but has employees at the Riverbank and Energy Park facilities. The project management also is in the process of approaching the Governor's Office regarding issuing an executive order requiring all state agencies to include telework as a piece of their emergency planning initiatives.

**Metropass objective**

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

*Progress – Data not available*

Two new employers have expressed a great deal of interest in Metropass and we hope to have them on board in the coming months. Securian is strongly considering switching from the program formally known as Transitworks! To provide employees with a lower cost transit pass and the American Red Cross is reviewing contract language to see if the yearly commitment of the program is something that they would be comfortable participating in.

**New TDM Objective**

*Contract objective: 40 employers adding new TDM programs*

*Progress – 23 employers adding new TDM programs*

With Mn/DOT and the state Department of Admin. Agreeing to participate in eWorkPlace we are continuing to see employers add new programs and are well ahead of reaching our goal of 40 employers. Several projects should also hopefully increase awareness of TDM programs in the coming months. The Commuter Choice Awards recognizes those who have been innovative in offering new TDM programs to employees and usually provides ideas to other employers on simple programs to start at their workplace. The Rideshare to Work Month promotion this year should also help to raise awareness around carpooling and vanpooling. Lastly, we hope to have additional employers invite us to their benefits fairs this year to discuss Metropass and other commuting options.

**Ride Match Objective**

*Contract objective: Facilitate 1350 ride matches*

### *Progress – 413 individuals added to the system*

Ride match numbers continue to look bleak system wide. Year to date, we have had 413 individuals added to the system. Of those, only 106 have requested ride match reports and only 82 of those have received a match. We are continuing to pursue new ways to market ridesharing in the region. Rideshare to Work Month begins October 1 and should hopefully increase the number of individuals searching for matches exponentially. Last year we saw an increase of about 10% over the number of individuals who had registered the week prior and the week after the promotion – which was Rideshare to Work Week. We have also been actively marketing the new School Pool program and will be marketing the dynamic rideshare feature of the website as a means of travel to the Commuter Choice Awards.

### **Residential Social Marketing**

*Contract Objective: Involve 10% of residents in the program through ordering of materials and events*  
*Progress – 10.5%*

We have received 683 orders for Smart Trips Kits so far and plan to accept orders until the end of September. Newsletter three went out to participants in mid-September. It featured a profile of a family who bikes, selected pledges people made to drive less, and more helpful tips and articles. Our fall events calendar is arriving in mailboxes now. It features eight new events including: Como Park Bike Ride, Trees in Autumn Walk, Bus to the Children’s Museum, Halloween Bike Ride, Biking in Colder Weather, and a special final event to encourage folks to get involved in transportation issues in St. Paul. We had our third and final Smart Trips Saturday event last weekend, which 20 people participated in.

We published an RFP announcement on Monday for survey and focus group work. We had been working with MarketLine on our surveys, but in order to get survey work reimbursed by Bike Walk Twin Cities, we had to go through a new RFP process.

We have drafted the fourth newsletter, which focuses on seasonal transitions and will be in mailboxes in mid-October. The fifth and final newsletter will go out in mid-November.

### **Charles Street Bikeway**

The Hamline Midway Coalition held a community meeting on September 10 to discuss a proposal to install a temporary (4 month) “Bike Boulevard” on Charles Avenue from Aldine to Chatsworth. The goal of the project is to demonstrate different treatments in an experiential way to educate the public as well as mitigate misinformation on future projects. Charles Avenue is being considered because the Bike Walk Central Corridor Action Plan calls for it to be a bike boulevard. Public Works is preparing an estimate for what the project will cost.

### **Central Corridor**

Amber Dallman has been selected to serve on the Hamline, Victoria, and Western Station Area Planning Steering Committee for the Central Corridor LRT. The group will oversee the station area planning process for all three stations.

### **Jefferson Bikeway Project**

The Mac-Groveland Community Council held a community meeting on September 22 to discuss the Jefferson Bikeway project. Laura and Brady worked with Amber, who is on the transportation committee, to draft some talking points for the meeting and to design and edit a frequently asked questions handout. The committee is proposing a three-month pilot of the bikeway project so neighbors and public works can gauge the potential impact of a permanent bicycle boulevard treatment from Mississippi River Blvd to Lexington Parkway.

**II. Approval of minutes**

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

**III. Approval of agenda**

Hyers moved to approve the agenda, Baso seconded, motion carried.

**IV. Acceptance of financials**

Saint Paul Smart Trips - Narrative Financial Report

August 31, 2009

**Cash Position:**

Checking Account: \$25,671

Savings Account: \$ 0 (closed)

Total Cash: \$25,671

**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 – awarded**

McKnight invited Smart Trips to apply for a \$40,000 general operating grant in FY2009. The grant was awarded in 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.

### **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%.

| <b>INCOME</b>  |               |               |                 |                   |
|--|---------------|---------------|-----------------|-------------------|
|  | <b>Actual</b> | <b>Budget</b> | <b>Variance</b> | <b>Variance %</b> |
| <b>Local Match Income – Partners</b>   | \$12,418      | \$625         | \$11,793        | 1,887%            |
| <p>In August we collected income from City of Saint Paul (\$8,300), Ramsey County (\$2,918) and Other (\$1,200.) We expected we would collect income from local match partners early in the year.</p>  |               |               |                 |                   |
| <b>Local Match Income – Grants</b>   | \$3,578       | \$44,966      | (\$41,388)      | (92.04%)          |
| <p>We budgeted we would receive a \$50,000 grant from McKnight in August. Although this grant was awarded in August we have not received the funds yet. We also expected we would collect on UPA Telework expenses in April-July. Payment for Apr-June invoices was received in August but was not as much as we budgeted.</p> |               |               |                 |                   |
| <b>Other Income</b>  | \$0           | \$12,119      | (\$12,119)      | (100%)            |
| <p>We budgeted that we would receive income from Bike Walk Twin Cities in August. Although the grant has an effective date of July 21, the paperwork is not completed yet so we can not draw against this grant. We will be able to reimburse for actual costs incurred in August.</p>   |               |               |                 |                   |
| <b>Total Income</b>  | \$52,334      | \$94,337      | (\$42,002)      | (44.52%)          |
| See detail above.  |               |               |                 |                   |

| <b>EXPENSE</b>  |               |               |                 |                   |
|---|---------------|---------------|-----------------|-------------------|
|   | <b>Actual</b> | <b>Budget</b> | <b>Variance</b> | <b>Variance %</b> |
| <b>Contract/Recruitment</b>   | \$3,800       | \$1,125       | (\$2,675)       | (238%)            |
| <p>This is RSM expense.</p>   |               |               |                 |                   |
| <b>Training &amp; Conferences</b>   | \$215         | \$2,400       | \$2,185         | 91.04%            |
| <p>Budgeted for these expenses to occur during month of conference but some were paid</p> |               |               |                 |                   |

|   |          |          |           |         |
|---|----------|----------|-----------|---------|
| earlier.  |          |          |           |         |
| <b>Printing</b>   | \$2,645  | \$461    | (\$2,184) | (474%)  |
| Printing for RSM in August.   |          |          |           |         |
| <b>Reserve</b>  | \$0      | \$4,167  | \$4,167   | 100%    |
| Goal in budget to build money in reserve each month.                                      |          |          |           |         |
| <b>Total Expense</b>  | \$28,690 | \$33,177 | \$4,487   | (13.5%) |
| Majority of monthly variance comes from budget assumption that we would create a reserve. |          |          |           |         |

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

| <b>INCOME</b>   |               |               |                 |                   |
|---|---------------|---------------|-----------------|-------------------|
|   | <b>Actual</b> | <b>Budget</b> | <b>Variance</b> | <b>Variance %</b> |
| <b>CMAQ Grant Income</b>  | \$92,399      | \$134,637     | (\$42,237)      | (31.37%)          |
| 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.  |               |               |                 |                   |
| <b>Local Match Income – Partners</b>  | \$14,631      | \$17,425      | (\$2,794)       | (16.03%)          |
| Expected we would collect income from local match partners early in the year.   |               |               |                 |                   |
| <b>Local Match Income – Grants</b>  | \$3,578       | \$66,364      | (\$62,786)      | (94.61%)          |
| We budgeted we would receive a \$50,000 grant from McKnight in August. Although this grant was awarded in August we have not received the funds yet. We also expected we would collect on UPA Telework expenses in April-July. Payment for Apr-June invoices was received in August but was not as much as we budgeted. |               |               |                 |                   |
| <b>Other Income</b>   | \$0           | \$12,119      | (\$12,119)      | (100%)            |
| We budgeted that we would receive income from Bike Walk Twin Cities in August. Although the grant has an effective date of July 21, the paperwork is not completed yet so we can not draw against this grant. We will be able to reimburse for actual costs   |               |               |                 |                   |

|                               |           |           |             |          |
|-------------------------------|-----------|-----------|-------------|----------|
| incurred in August.           |           |           |             |          |
| <b>Total Income</b>           | \$110,616 | \$230,545 | (\$119,929) | (52.02%) |
| See line item variances above |           |           |             |          |

| <b>EXPENSE</b>   |               |               |                 |                   |
|--|---------------|---------------|-----------------|-------------------|
|  | <b>Actual</b> | <b>Budget</b> | <b>Variance</b> | <b>Variance %</b> |
| <b>Reserve</b>   | \$0           | \$20,833      | \$20,833        | 100%              |
| Goal in budget to build money in reserve each month.   |               |               |                 |                   |
| <b>Total Expense</b>   | \$150,413     | \$205,192     | \$54,779        | 26.7%             |
| <p>Although not one single revenue line item represents a variance greater than \$5,000 and 10% there are favorable variances in many categories that total up to a variance of about \$35,000. Most of the is associated with the delay in getting the Bike Walk grant and holding off on spending money for the RSM project on salaries, marketing, events, incentives, postage and supplies until the RSM grant was in place to reimburse the expenses. Additional variance come from the reserve we budgeted for, mentioned above.</p> |               |               |                 |                   |

Warden reported that \$40,000 has been received from the McKnight Foundation and that paperwork is in the works for receiving money from Bike Walk Twin Cities. Expenses from July 21st forward will be reimbursed. When Treat returns, work on switching banks will resume. Because of the delay in receiving some of the expected funding, some expenses will be pushed to next year. Warden said it is important to tie the cash flow and the budget to when grants are received for next year. Morrison reported that Bike Walk Twin Cities money is awaiting routing at the city, and expects that it won't take more than a few weeks.

Hyers moved to file a copy of the financials, Stark seconded, motion carried.

## V. Chair report

Nimmer reported that budgeting and fundraising will be covered in committee updates and commented that staff is doing a good job in Treat's absence.

## **VI. Committee updates**

### **Budget committee**

Warden reported that the executive committee talked about adding a fundraising component to the budget committee and is looking for volunteers for fundraising. Last year fundraising efforts were begun a little late. Treat has prepared a timeline for this year. It is proposed to have the budget done by the end of the year for the next fiscal year.

### **Strategic Planning committee**

Baso introduced leading strategically as the topic of the month and said at the last committee meeting they talked about developing a vision statement. Morrison outlined the topics that were discussed at that meeting: Points of entry (how do people learn about the organization, how does this translate into a membership base, linking to our website), Core Functions (customer service, advocacy, programming, growth), Strengths (leadership, performance, differentiation from similar groups, bridging gap between policy and action), Keeping Work Exciting and Interesting (utilizing staff resources).

Nimmer asked how we can dovetail with City's strategic planning. Morrison cited Jefferson Blvd. as an example of this kind of work. Baso spoke to the need to clarify advocacy vs. activism vs. lobbying. Hyers said that the more we strengthen our vision, the more this action will be clear and offered that she sees the organization as centrist. Stark agreed that this is an important tone, but that some of the funding is tied to shifting mode share and reducing congestion. Hyers advocated for more research about who we serve and to continue to push the boundaries on delivering information in a fun and engaging way. Baso will engage staff as a next step.

### **Bike / Ped Bridge Vision Work Group**

Clark reported that the work group continues to make progress towards their goal of developing a community-driven visioning document to accommodate bicycle/pedestrian use on future bridges that cross highways in St. Paul. At the last meeting the group did a site visit of two bridges and began drafting a survey to assess community priorities.

### **Greenway Committee**

Baum reported on the progress of the Greenway Committee's work towards a vision statement and resolution. Baum said there is good representation from district councils, and the group is working with someone from Mn/DOT to have a representative of the disabled community.

## **VII. Presentation**

Morrison presented on the Bike Walk Central Corridor Action Plan.

Adjourn 10:08 am