

**St. Paul Smart Trips Board of Directors Meeting
October 22, 2009**

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

Absent: Adams, Crain, Fielding, Stark, Tibbetts

Staff: Baum, Clark, Goebel, Treat

Call to order: 8:09 am

Iosso acted as Chair until Nimmer arrived

I. Approval of agenda

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

II. Approval of minutes

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

III. Acceptance of financials

Saint Paul Smart Trips - Narrative Financial Report
September 30, 2009

Cash Position:

| | |
|-------------------------|----------------------|
| Checking Account: | \$97,917 |
| <u>Savings Account:</u> | <u>\$ 0 (closed)</u> |
| Total Cash: | \$97,917 |

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. Local match required on \$239,479 is \$59,870. Revenue from partners and grants through September total \$62,462, so our match requirement for the year has been met.

McKnight Grant (FY 2009) - \$40,000 – Received

McKnight awarded Smart Trips a \$40,000 general operating grant in FY2009. There is no match or reimbursement requirement to this grant, but McKnight has indicated they will not award our organization this type of grant that is not tied to programming in the future.

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. All contracts have been signed and we can now seek reimbursement. Expenses as of July 21 are eligible.

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: \$8,300.
- City COPP program: \$2,000 toward Snelling Ped Safety Campaign. Payment for first invoice received in September for \$1170.60. Final invoice due in October.
- High Winds Fund: \$1,000 towards Snelling Ped Safety Campaign. Funds received in June.

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.
- **Bremer Bank.** Kelly and Jessica are meeting with Bremer Bank in October. They have a downtown branch and we will explore financing like loan or line of credit when gaps in our funding and whether they can provide online access to accounts.

Variance Report:

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

| INCOME | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|-----------------|-------------------|
| | Actual | Budget | Variance | Variance % |
| CMAQ Grant Income | \$50,016 | \$19,697 | \$30,319 | 155.85% |
| We collected two month CMAQ reimbursement in September. | | | | |
| Local Match Income – Grants | \$43,083 | \$4,966 | \$38,117 | 767.61% |
| We budgeted we would receive a \$40,000 grant from McKnight in August, but received the funds in September. Monthly reimbursement from UPA telework was estimated to be \$4,966, but we have been spending less than budgeted each month on these expenses. Since this is an 18 month grant commencing April 2009, we have through September 2010 to spend the entire allotment. | | | | |
| Other Income | \$0 | \$3,511 | (\$3,511) | (100%) |
| We budgeted that we would receive income from Bike Walk Twin Cities in September. All paperwork has been finalized and the first invoice of \$10,188.44 for July 21-Aug 31 expenses has been submitted to the city. September RSM expenses were \$4,528.95. | | | | |
| Total Income | \$94,270 | \$28,799 | \$65,471 | 227.34% |

See detail above.

| EXPENSE | | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|-----------------|-------------------|
| | Actual | Budget | Variance | Variance % |
| Contract/Recruitment | \$41 | \$1,125 | \$1,084 | 96.37% |
| Budgeted that there would be contract work for UPA expenses in September. | | | | |
| Training & Conferences | \$533 | \$2,400 | \$1,867 | 77.8% |
| Budgeted for these expenses to occur during month of conference but some were paid earlier. | | | | |
| Reserve | \$0 | \$4,167 | \$4,167 | 100% |
| Goal in budget to build money in reserve each month. | | | | |
| Total Expense | \$22,353 | \$32,975 | \$10,623 | 32.33% |
| Majority of monthly variance comes from budget assumption that we would create a reserve. In addition to detail mentioned above there were other categories of expenses that were less than budgeted including personnel benefits, accounting fees, advertising, events, office equipment, insurance, and bike racks. | | | | |

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

| INCOME | | | | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|-----------------|-------------------|
| | Actual | Budget | Variance | Variance % |
| Local Match Income – Grants | \$46,660 | \$71,330 | (\$24,670) | (78.75%) |
| The variance is from UPA Telework Grant Reimbursements. We have incurred and been reimbursed for less expense from this grant than we budgeted. This is an 18 month grant through September 2010 and we expect to spend the full grant allotment of \$75,000 during this time period. To date we have spent \$6,660. | | | | |
| Other Income | \$0 | \$15,631 | (\$15,631) | (100%) |
| We budgeted that we would receive income from Bike Walk Twin Cities in September. 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 effective July 21. | | | | |
| Total Income | \$204,886 | \$259,344 | (\$54,458) | (21.00%) |
| In addition to line item variances above CMAQ income has been less than we budgeted this year. | | | | |

| EXPENSE | | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|-----------------|-------------------|
| | Actual | Budget | Variance | Variance % |
| Reserve | \$0 | \$25,000 | \$25,000 | 100% |
| Goal in budget to build money in reserve each month. | | | | |
| Total Expense | \$172,765 | \$238,167 | \$65,402 | 27.46% |
| 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 \$65,000. 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. | | | | |

Warden stated that the McKnight grant was received in September as were two months of CMAQ reimbursements. Income is still lower than was budgeted. UPA spending has had a slower start than

expected and we have until September 2010 to spend all of it. The board discussed conventions for naming each fiscal year. Warden suggested we call the current year FY2009.

Warden reported that there has been a variance in expenses because we held off on some expenses waiting for grant money. Contracts for the Bike Walk Twin Cities grant are officially signed, but no money has been collected yet. Reimbursement should be received in November.

Warden and Treat are meeting today with Bremer Bank to explore them as an option for both a line of credit and checking/saving accounts. Warden and Treat met with Western Bank and the bank is looking into supplying a line of credit. One advantage to Bremer is that they have a downtown St. Paul location. Hyers suggested looking at American Bank.

Swanson moved to file the financials, Iosso seconded, motion carried.

IV. Program Update

Program Update October 2009

eWorkPlace

Contract objective: 275 teleworkers added

Progress – 4 organizations participating, 1 teleworker participating

US Bank has agreed to participate in the eWorkPlace program for their IT staff at the Riverbank facility on Shepard Rd. They are anticipating 35 employees will participate and are recruiting teleworkers over the next few weeks. Lutheran Social Service has also agreed to participate after initially pulling out of the program. They have committed to HR employees participating in the program and are working with other departments to recruit additional participants. The state Department of Admin and Mn/DOT are still progressing with their enrollment. Admin. has approached managers within specific divisions regarding participation and they will be recruiting teleworkers soon. Mn/DOT has an assessment of their current teleworking programs for October 30, after which they plan to make decisions on participation.

Goebel reported at the board meeting that Catholic Charities plans to enroll approximately 40 people.

Metropass objective

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

Progress – 0.97% decrease

The number of active Metropass users has increased for the second month in a row, but is still roughly 100 users below April's starting point. We will be staffing several benefit fairs this year and hope to increase Metropass participation through that outreach.

Metropass will also be going through changes in the coming months that should hopefully increase participation. Metro Transit will be switching Metropass contracts from a static participation level to billing based on actual participation in a given month. This will allow employees and employers more freedom in Metropass participation and should hopefully encourage more use.

New TDM Objective

Contract objective: 40 employers adding new TDM programs

Progress – 27 employers adding new TDM programs

Several employers have expressed interest in expanding TDM programs or offering programs for the first time. Spruce Tree Center has indicated that they would like to survey their tenants regarding their

commuting behavior to better inform their efforts in achieving a LEED certification, Mn/DOT has indicated that they may be interested in replicating the rideshare board installed by the MPCA last year with our help, and Dreamland Arts has asked for help in securing bike parking for sidewalk improvements they are making to their building.

Ride Match Objective

Contract objective: Facilitate 1350 ride matches

Progress – 1438 ride match attempts (objective met)

Due to a flaw in Metro Transit's online reporting, we have been under-reporting ride match requests this year. As of October 1, we have actually exceeded our ride match goal by nearly one hundred matches. Metro Transit's reporting function does not take into account matches made through metrotransit.org, only manual matches done either by our office or Metro Transit's rideshare service.

Residential Social Marketing

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

Final – 10.9%

Orders for Smart Trips Kits were accepted through early October. In the end, we received a total of 709 orders. Newsletter four went out to participants in mid-October. It featured a profile of a family who bikes, carpool info, event summaries, and more helpful tips and articles. Our fall events so far have had 6-14 participants. They have included the Como Park Bike Ride, Trees in Autumn Walk, Bus to the Children's Museum, and Church Architecture Walk. Our next event is a Halloween bike ride.

We published an RFP announcement in September for survey and focus group work. Proposals are due 10/22. A staff committee will review the proposals and we hope to select a vendor by the end of next week so we can start surveying in early November.

We have drafted the fifth and final newsletter, which focuses on winter travel and ways to stay involved. We also ask participants to pledge to make one bike, walk or transit trip per week throughout the winter.

Central Corridor

At this month's CAC meeting, we heard a very detailed presentation about the phases of construction and the impact these phases will have on mobility and access within the corridor. Outreach staff also highlighted changes they've made to facilitate public sign-up for information and updates about the project. We'll share these changes in our November newsletter.

Regional TDM

The Metropolitan Council recently contracted with UrbanTrans Consulting to develop a TDM strategic plan for the Twin Cities region. Staff from UrbanTrans will be in town on October 27-29 to begin their work. They will use our monthly TDM director's meeting on October 28 to convene the first meeting of the advisory group to the consultant. Met Council staff indicates this advisory group will be the directors of each TMO, staff from Metro Transit and Met Council, Mn/DOT and members of TAB funding and programming. UrbanTrans is beginning their data and information collection when they are in town and will meet with each TMO director in person. If any board members wish to participate in this meeting, please let Jessica know.

Guide to Getting Around St. Paul

In July we updated the parking rate information on our website through a contract with Allied Parking. To promote the information, as well as the work of our organization, a brochure has been developed by staff. The guide includes a map of parking garage locations as well as the skyway network, central corridor LRT, streets with transit service, HOURCAR hubs, discounted rideshare parking and bike parking information. Staff is soliciting feedback this month from previous users of this product.

Commuter Choice Awards

At the board meeting, Goebel shared an invitation to the board to attend the Commuter Choice Awards on November 17, 2009 at the Bloomington Center for the Arts. Goebel is arranging carpools to the event. St. Paul Smart Trips submitted 14 nominations for awards, out of 43 total (9 organizational and 5 individual).

Fourth St Station Skyway Connection

Hyers stated that the construction time frame for the skyway at 4th & Cedar has changed from taking three months to a planned period of six to nine months. In addition, there is no plan to create a near-term connection between the skyway and the 4th Street LRT platform. Once the parcel is redeveloped, there may be one, but in the interim, there is no plan to create a connection. Hyers suggested the board could write a letter. The board discussed skyways and their role in St. Paul. Treat stated she would bring up the issue at the next Community Advisory Committee meeting.

Baso made a motion for Hyers to provide Treat with the letter written by the CRC and have Treat review the letter, make any changes she deems necessary, and send it to the city. Hyers seconded, motion carried.

Nimmer arrived and took over Chair duties from Iosso.

V. Chair Report

Insurance Renewal

A comparison of two insurance quotes was provided with the board packet. Nimmer explained the organization's history with insurance coverage and stated he had reviewed details from the insurance quotes. Nimmer suggested the existing relationship with TC Fields is good, their quote is competitive and we should renew with TC Fields for all areas of coverage. Treat stated that the TC Fields quotes might increase by \$300 to cover fire damage and glass coverage, while the IOA quotes would not increase. Hyers asked if the figure was negotiable. Nimmer said it could be.

Hyers moved to empower Nimmer and Treat to work with TC Fields to negotiate as competitive of a rate as possible with an emphasis that Nimmer and Treat try to find a workable solution with TC Fields. Lucas seconded, motion carried.

Holiday Meeting Schedule

Nimmer stated that the November board meeting is scheduled to fall on Thanksgiving and the December meeting is scheduled to fall on Christmas Eve. Nimmer suggested holding one meeting in early December to replace the two November and December meetings. The board decided to hold one meeting on Thursday, December 10 at 8:00am.

VI. Committee Updates

Budget Committee

Treat stated that the Executive Committee will serve as the Budget Committee. Treat attended a grant writing workshop early this week with the Minnesota Council of Nonprofits (MNCN). Treat shared what MNCN deems to be a "healthy" income stream for a non-profit organization.

| | Recommended | St. Paul Smart Trips FY2008 | St. Paul Smart Trips FY2009 |
|--------------------------------------------------|-------------|--------------------------------|--------------------------------|
| Grants | 50% | 16% | 9% |
| Reimbursement for services (includes CMAQ) | 15% | 82% | 91% |
| Earned income (parking guide and maps) | 20% | 0% | 0% |
| Individual donors | 15% | 2% | 1% |

Treat suggested that moving forward, the organization should try to increase funding from earned income and individual donors. Treat reported that many nonprofits get their operating funds from these categories and not from grants as most foundations do not fund general operating expenses.

Treat shared that there are grants available to help organizations hire a consultant to set up individual donor campaigns. We could then work with the same consultant each year to launch our annual giving campaign.

Areas where St. Paul Smart Trips could increase earned income include working with the city on a potential TDM ordinance, whereby Smart Trips could be contracted to work on TDM plans. Another area is in LEED certification consulting related to transportation categories. Baso and Goebel will meet to talk about how to move forward on LEED work.

After a board discussion related to the different funding categories, Treat clarified that reimbursement for services differs from other categories in that it involves a contract to complete work and then invoice for that work. Smart Trips' work with the city and Ramsey County are examples. Sales from the parking guide, maps, or advertising are examples of earned income.

Nimmer asked board members to contact Treat over the course of the month with at least one funding idea, be it a concrete lead or an abstract idea.

Strategic Planning Committee

Baso introduced this month's topic: ensuring successful fundraising efforts. Baso brought forward a proposed board policy related to board member giving:

Proposed Board Member Giving Policy

To strengthen her or his commitment to the mission and work of St. Paul Smart Trips, each member of the board shall make an individual cash donation to the organization annually. Board members will be expected to give at a level they would consider meaningful and in a timely manner.

Monthly financial reports will include an update on board giving, including aggregate dollars raised and percentage of board members participating.

Baso shared survey data from Board Source (2007) that over half of non-profit boards have a policy that board members are expected to contribute cash to the organization annually. Some organizations have minimums that must be contributed. Baso recommends not having a minimum. Baso stated that individual board member giving is important because it shows that each board member has a commitment to the organization. This commitment can be helpful to reference when applying for grants.

Hyers stated that Capitol River Council (CRC) requires board member contributions of \$100 per year. The board discussed the merits of implementing the proposed policy. Some concerns brought up included: conflict of interest issues, particularly as related to government employees serving on the board; and the ability of some board members or potential board members to pay. Iosso suggested identifying certain board members as ineligible to donate based on their role with a government agency. Then, when reporting board contribution participation, state “X% of eligible board members donate.” The board discussed whether the policy should be “give and get” or “give or get.” A “give and get” policy would separate individual cash donations from money raised from outside sources (e.g. a fundraising party). A “give or get” policy would lump the two together, so a board member could satisfy the contribution policy by raising money from outside sources.

Baso suggested keeping the policy as written but adding “this policy is subject to organizational and individual conflicts of interest.”

Nimmer moved to table the issue until the next meeting, Iosso seconded, motion carried.

Bike / Ped Bridge Vision Work Group

Lucas stated that the work group has not met since the last board meeting. The work group is planning to produce a document in March. They are currently preparing a community survey to get information from the community on their vision and ideas. A representative from Mn/DOT will be speaking at the work group’s next meeting.

Greenway Committee

Baum stated that the committee held their second official meeting in early October. The committee is still working on refining language for the vision statement. The next meeting, in early November, will focus on planning the spring community summit.

Other Discussions

Dallman asked if the board wanted to take a stand on the changes to parking policy that are being discussed at three public hearings in the next several weeks. Morrison stated that the general idea behind the changes is to reduce and simplify the city code as it relates to parking and to bring the city more in line with its peer cities (i.e. Minneapolis). Treat stated she would like to have the city present the changes to the board, if possible. Other issues addressed include a TDM ordinance, parking maximums and shared parking. Dallman suggested the organization weigh in on the changes. If the timing doesn’t work out, Treat could draft some comments and communicate via email.

Lucas asked about comments on Bike Walk Central Corridor Action Plan. Treat reported that the current draft of the plan is actually a “draft of the draft” and comments are due to the city by November 16. Staff submitted some informal comments to the city last week. Treat recommended Lucas submit comments personally for the current draft of the draft. Formal organizational comments will be submitted on the formal public hearing draft later this year.

Iosso moved to adjourn, Swanson seconded, motion carried.

Adjourn 9:35am