

**St. Paul Smart Trips Board of Directors meeting  
Discussion Notes  
December 10, 2009**

**Present:** Dallman, Hyers, Lucas, Morrison, Stark, Tibbets

**Absent:** Adams, Baso, Belaen, Crain, Fielding, Iosso, Nimmer, Swanson, Warden

**Staff:** Baum, Treat, Goebel

**Treat suggested that we start with program update as there was neither a quorum nor any Executive Committee members present, 8:14 am.**

**Program Update  
November 2009**

**eWorkPlace**

*Contract objective: 275 teleworkers added*

*Progress – 38 participants*

US Bank has agreed to participate in the program and has sent their list of participants. 36 individuals spread over three sites from their IT department in St. Paul are participating in their pilot. Their hope is to further grow their participation in telework to other departments, including HR, in the coming year. Catholic Charities has also advised that they would like to participate in the program. They are estimating that 30 individuals, primarily case workers, from St. Paul offices will participate. We are still working closely with Mn/DOT, Minnesota Department of Admin, and MPCA on pilot projects for eWorkPlace as well.

**Metropass objective**

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

*Progress – 3.9% decrease in participation as of Nov. 1*

Even with Travelers continually adding program participants, Metropass participation continues to drop. We participated in several benefits fairs this year to help promote the program and increase ridership and will continue outreach through the winter.

We are still discussing the addition of Metropass with Securian and Cray Inc. has submitted documents to participate in the program. Several other employers have also expressed interest in joining the program recently including the downtown St. Paul Holiday Inn and the Minnesota Department of Labor and Industry.

On a related note, two schools that were previously not eligible for the Go-To College program now are and are interested in participating. The Global Language Institute and Empire Beauty School are close to agreeing to participate in this program.

*The group discussed high school student ridership and high school participation in transit pass sales through Metro Transit.*

**New TDM Objective**

*Contract objective: 40 employers adding new TDM programs*

### *Progress – 29 employers adding new TDM programs*

Progress has slowed toward this goal, but it is still quite achievable before the end of the fiscal year as we move into the spring. One promising lead we've received is Common Wealth Properties, the owner of the University Club building, about producing a document for their hotel telling guests about what transportation options are available to them in St. Paul and possibly adding bicycle parking at their building.

### **Ride Match Objective**

*Contract objective: Facilitate 1350 ride matches*

*Progress – 2156 ride match attempts (objective met)*

During Rideshare to Work Month in October, Metro Transit's Rideshare Planner saw an impressive 37 percent increase in people searching for potential rideshare partners. The promotion offered a \$10 gift card to anyone who logged into the regional ridematching system to search for a carpool or vanpool match.

### **Commuter Choice Awards**

This year's Commuter Choice Awards ceremony was held November 17, 2009 at the Bloomington Center for the arts. St. Paul had 17 organizations and individuals nominated with 14 of those being nominations we generated. One organization from St. Paul, Sibley Bike Depot, won an award and both individual award winners, Linda Mainquist and Chad Skally, went to St. Paul residents for their involvement in the community. We organized carpools to the awards ceremony with one of our previous winners using his vanpool to transport a group and staff using HOURCAR for another group.

*Goebel thanked Stark during the meeting for recognizing Commuter Choice Award winners and nominees at the City Council on December 9.*

### **Residential Social Marketing**

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

*Final Outcome – 10.9%*

We received a total of 709 orders for Smart Trips Kits this year. We held 17 events over 17 weeks with 156 total attendees. We had 19 people at our final event on November 19, Moving St. Paul Forward, which encouraged participants to take an active role in making their community more bike- and walk-friendly. The fourth and fifth newsletters went out to participants in mid-October and mid-November respectively. We have sent a draft contract to our chosen consultant for the phone survey and focus group work and plan to conduct a winter follow-up survey for Smart Trips Union Park & Smart Trips Summit-U, as well as several focus groups, in January. We conducted an online survey of participants in November and have some initial results (12.4% of participants took the survey).

- 83% of respondents said that since joining the Smart Trips Union Park program they are taking new walking, biking or transit trips.
- 89% said that the Smart Trips Union Park materials or programs helped them make new trips
- 85% said they talked about the program with family or friends
- 42% said they talked about the program with neighbors
- The primary motivators for biking, walking and using transit were Exercise/health (97%), Prevent pollution/help the environment (85%) and Fun/exploring the neighborhood (77%)

*Baum also reported that 80% of survey respondents answered that the program was offered through a local non-profit, 10% believed it was a city-run program, roughly 3% thought the program was offered*

*through Eureka Recycling and another 3% believed it was offered through Ramsey County based on the online survey results.*

*Baum reported that the online survey asked more questions about messaging and fewer about behavior. Baum reported that a baseline behavioral survey was completed in June, with follow ups scheduled for January and June, 2010. The group further discussed procedure and potential funding sources for follow up surveys.*

## **Central Corridor**

### ***Downtown Station Area Plan***

A final draft of the Downtown Station Area Plan has been issued for public review. Comments on the draft are due December 18<sup>th</sup>. This version has not changed much from the previous version we reviewed and commented on in July. There are a number of recommendations in the plan that I feel warrant our support. These are:

1. Identifying 5<sup>th</sup> and 6<sup>th</sup> Streets as cross-town connectors for bicyclists and recommending that these be converted to two-way streets in the long term
2. Prohibiting new single use parking structures in downtown
3. Introducing parking maximums
4. Implementing design standards to animate ground level and building frontages
5. Restricting skyway expansion in Lowertown

*Treat reminded board members in attendance that a vote cannot be taken on recommendations because there is not a quorum. Parking maximums and skyway expansion were discussed. Hyers suggested that the board vote electronically prior to the deadline for submitting recommendations.*

*Bicycle parking standards were discussed. Bicycle parking requirements will be separate from parking code. Standards may not apply to downtown as bicycle parking requirements are directly linked to auto parking requirements. Downtown currently has no parking requirements.*

*Stark suggested that the organization seek involvement in the revitalization of Union Depot, specifically its use as a bike hub.*

### ***Streetscape Funding Proposal***

As you may have heard, the City issued a proposal for funding streetscape improvements along the Central Corridor line. Damian attended a joint meeting of the Midway and St Paul Area Chambers where they discussed the proposal. Members present expressed general support for the proposal despite concerns over assessments to businesses on University as one portion of the funding.

The projected cost of the improvements was stated at the meeting to be \$22.3 million, with \$5.2 million allocated for a new station, \$13.6 million for University Ave. and \$3.2 million for downtown. The budget for funding the improvements calls for \$2 million from CIB funds, \$1.2 million from STAR funds, \$15.2 million from TIF over a four-year period and \$3.9 million in assessments.

Since the meeting, the estimated cost of improvements has been reduced by roughly \$3.5 million. A cost savings in lighting improvements and the potential for the Central Corridor project to pay some of

the costs for median improvements are the substantial reductions. The budget was amended to reflect less money allocated from both TIF and assessments.

*Stark reported that businesses are somewhat skeptical of the streetscape plan because of the property assessments that would be levied on top of potential losses due to construction and increased property taxes.*

### **Transportation Policy Updates**

#### ***Federal***

Transportation Secretary Ray LaHood has endorsed Complete Streets saying that “a complete streets approach offers the perfect intersection of my twin guideposts: safety and livable communities.”

In light of the Health Care debate that is consuming D.C., there has been little progress on reauthorizing a new federal transportation bill. In the meantime, congressional leaders are trying to get ‘ready to go’ transportation projects included in the jobs bill that is being discussed.

*The group discussed the future of transportation funding and how the federal government sets cost effectiveness standards currently. Treat reported that St. Paul Smart Trips is a member organization of Transportation 4 America and is aware of their policy recommendations, but is not directly involved in federal policy discussions.*

#### ***State***

Transit for Livable Communities and their nonprofit partners will host the first-ever candidate forum on transportation, land use, and the environment. The intent of the forum is to assure that whoever is elected as Minnesota’s new governor knows how important these issues are for the health and well being of our state. Should Smart Trips sign-on as a co-sponsor?

#### ***Local***

Bloomington recently passed a TDM Ordinance. It has significant “teeth” whereby the developer must submit a financial guarantee equivalent to \$50 per parking space. The city will hold the guarantee until the developer demonstrates a good faith effort toward achieving its TDM Plan goals. If the developer does not make a good faith effort within three years the City may keep the financial guarantee or forward the funds to 494 Commuter Services. The developer is required to submit an annual status report.

### **Jefferson Bikeway Project**

The current plan is for the city to move forward with a scaled-down version of the bike boulevard project, based on community feedback. Neither the Macalester-Groveland Community Council, nor its Transportation Committee has taken a position on the issue. The committee is interested in working with Public Works to conduct tests of some of the treatments (such as traffic circles), but likely won’t make a decision on what to test until early 2010. The West 7<sup>th</sup>/Fort Road Federation approved the bike boulevard concept in August 2009.

Hyers advised that she may be moving out of downtown to Ft. Road and would like to volunteer for a board rep. in that area.

## **Parking code presentation**

Merritt Clapp-Smith from the City of St. Paul's Planning and Economic Development department presented on the proposed changes to the parking code in the city.

*The date for public hearing regarding the proposed parking code changes is January 22. Treat suggested that staff cull major points for recommendation to the planning commission prior to the public hearing.*

*The organizations involvement and funding of TDM plans for businesses affected by the proposed parking code changes was discussed.*

*The group discussed incorporating parking requirements for the downtown area. There is currently some interest in parking changes in downtown and the organization may be able to be involved in some capacity.*

Adjourn 10:04am