

**Environment and Natural Resources Trust Fund
2011-2012 Request for Proposals (RFP)**

LCCMR ID: 144-F1+2+5

Project Title: Promoting Transportation Choices to Achieve Reduced Emissions

Category: F1+2+5. Climate Change and Air Quality

Total Project Budget: \$ \$40,000

Proposed Project Time Period for the Funding Requested: 1 yr, July 2011 - June 2012

Other Non-State Funds: \$ 44,000

Summary:

Reduce single occupant vehicle (SOV) trips and climate warming emissions by promoting transportation choices to residents in Thomas/Dale and employees at Travelers through newsletters, events and mode specific kits.

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Sponsoring Organization: St. Paul Smart Trips

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Location

Region: Central

Ecological Section: Minnesota and NE Iowa Morainal (222M)

County Name: Ramsey

City / Township: St. Paul

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|--------------------------|-------------------------|-----------------------------|----------------------|
| _____ Funding Priorities | _____ Multiple Benefits | _____ Outcomes | _____ Knowledge Base |
| _____ Extent of Impact | _____ Innovation | _____ Scientific/Tech Basis | _____ Urgency |
| _____ Capacity Readiness | _____ Leverage | _____ Employment | _____ TOTAL _____% |

2011-2012 MAIN PROPOSAL

PROJECT TITLE: Promoting transportation choices to achieve reduced emissions

I. PROJECT STATEMENT

According to a recent study by NASA’s Goddard Institute for Space Studies, motor vehicles are the “greatest contributor to atmospheric warming now and in the near term”. As governments struggle to establish policies and practices to limit global climate change, this study provides some direction as to which sectors of the economy would realize the greatest climate benefit from emission reductions. Our project, directly impacts road transportation and thereby reduces climate warming emissions by encouraging individuals to shift travel behavior away from single occupant vehicle (SOV) trips towards biking, walking and transit.

The overall goal of our project is to reduce vehicle miles travelled and thereby reduce greenhouse gas emissions by demonstrating behavior change away from SOV trips and towards biking, walking and transit in the target population. The target populations will include a neighborhood in St. Paul, likely either Hamline-Midway or Thomas Dale, and a major employer in downtown St. Paul, likely Traveler’s. In both populations, our goal is to improve air quality in St. Paul by reducing greenhouse gas emissions.

We will achieve our goal by reaching out directly to households and employees in the target populations with newsletters containing tips and information about using alternative modes; Smart Trips Kits containing mode specific brochures and information along with incentives such as a neighborhood map, a coupon book to local businesses, pedometers, reflective leg bands, or transit coupons; and free events, such as guided bike rides, walks and workshops. We will conduct before-and-after surveys in the target populations and control populations as well as online surveys of program participants to gauge the effect that the program has on travel behavior change.

II. DESCRIPTION OF PROJECT ACTIVITIES

Activity 1: Outreach to target populations **Budget:** \$ 10,000

Mail or deliver printed materials to all households and employees in the target populations to introduce the program and solicit participation.

| Outcome | Completion Date |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1. Approximately 20,000 pieces of printed program materials including the introductory post card, order form and reminder card mailed to all households and employees in the target populations. | Jul 15 th , 2011 |
| 2. At least 750 individualized Smart Trips Kits ordered and delivered to participating households and employees. | Jul 31 st , 2011 |
| 3. At least 10% of households in Thomas/Dale and employees at Traveler’s participate in the program. | Nov 30 th , 2011 |

Activity 2: Encourage mode shift amongst program participants **Budget:** \$ 19,000

Mail five newsletters to all households and employees in the target populations and host events to encourage mode shift away from SOV trips and towards biking, walking and transit.

| Outcome | Completion Date |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1. Fifteen events and classes in each target population to offer experiential opportunities for participants to explore transportation options. | Nov 30 th , 2011 |
| 2. Approximately 7500 newsletters mailed and at least five emails sent to | Nov 30 th , 2011 |

| | |
|-------------------------------------------------------------------|--|
| program participants to encourage transportation behavior change. | |
|-------------------------------------------------------------------|--|

Activity 3: Evaluate the project to gauge impact **Budget:** \$ 11,000

Conduct surveys in the target and control populations to demonstrate mode shift away from SOV trips to biking, walking and transit trips among participants.

| Outcome | Completion Date |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1. Four-month follow-up surveys of statistically significant sample sizes from the baseline panels in both target populations and corresponding control populations demonstrate a decrease in vehicle miles travelled and an increase in biking, walking and transit trips over the control populations. | Sep 30 th , 2011 |
| 2. Monthly bike and pedestrian counts at key locations in the program areas demonstrate an increase in cycling and walking. | Jun 30 th , 2012 |

III. PROJECT STRATEGY

A. Project Team/Partners

St. Paul Smart Trips will serve as the project lead and will be responsible for most aspects of program development and execution for both the neighborhood and the employer programs. We will issue an RFP to identify a subcontractor who will conduct the baseline and four-month follow-up surveys. Transit for Livable Communities will provide \$115,000 for the neighborhood program through Bike Walk Twin Cities, a federally-funded initiative to increase biking and walking, and reduce driving in Minneapolis and neighboring communities. Eighty-percent of the balance of the budget for the neighborhood program will come from Federal Congestion Mitigation and Air Quality (CMAQ) funds that Smart Trips receives as a subgrantee of the Metropolitan Council. CMAQ dollars will also support up to 80% of the employer based program. Additional partners in program development and implementation will include business associations and community stakeholders in the target neighborhood and internal departments and teams at the major employer.

B. Timeline Requirements

Project execution for both the neighborhood and employer based programs will occur between June of 2011 and July of 2012. Project development will begin in early 2011 but this work will be funded outside of this grant proposal.

C. Long-Term Strategy and Future Funding Needs

St. Paul Smart Trips is in our third year of conducting neighborhood based programming to encourage changes in travel behavior. Our first program in 2008 in the Summit-University neighborhood resulted in a 33% increase in biking and walking trips over the control neighborhood. This translates to an estimated annual reduction in greenhouse gas emissions of 990 metric tons. Results from our 2009 program in the Union Park neighborhood are still pending. We're working to launch a third program in Highland Park starting in June. We're constantly striving to develop an effective program model that we can affordably replicate in every neighborhood in St. Paul. For 2011, in addition to another neighborhood program, we're looking to pilot an employer based program at a major employer, likely Traveler's, in downtown St. Paul. While we already work with St. Paul employers to encourage transportation options amongst their employees, we feel the more direct and targeted approach we've used in our neighborhood programming is an effective model that would result in measurable behavior change amongst employee populations.

Our regional partners in Travel Demand Management (TDM) which includes Metro Transit at the Metropolitan Council, have expressed support for this type of programming so we're confident that regional CMAQ funds will remain available.

2011-2012 Detailed Project Budget

IV. TOTAL TRUST FUND REQUEST BUDGET one year

| <u>BUDGET ITEM</u> | <u>AMOUNT</u> |
|-------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| Personnel: | |
| Laura Baum, Project Management for Neighborhood Program, 15% of full-time position (67% salary/33% benefits) | \$ 2,000.00 |
| Damian Goebel, Project Management for Workplace Pilot Program, 15% of full-time position (67% salary/33% benefits) | \$ 8,000.00 |
| Brady Clark, Communications and Design for Neighborhood and Workplace Programs, 20% of full-time position (67% salary/33% benefits) | \$ 7,000.00 |
| Hourly staff, Program support, kit assembly and delivery, 4 temporary positions from July-November | \$ 3,000.00 |
| Contracts: | |
| Professional Evaluation: contractor to be hired through RFP process | \$ 8,000.00 |
| Additional Budget Items: | |
| Print Materials (cost per participant) | \$ 3,000.00 |
| Postage (cost per participant in neighborhood program) | \$ 1,000.00 |
| Incentives (cost per participant) | \$ 4,000.00 |
| Events (cost per event/at least 15 events per program, total of at least 30 events) | \$ 4,000.00 |
| TOTAL ENVIRONMENT & NATURAL RESOURCES TRUST FUND \$ REQUEST | \$ 40,000.00 |

V. OTHER FUNDS

| <u>SOURCE OF FUNDS</u> | <u>AMOUNT</u> | <u>Status</u> |
|-------------------------------------------------------------------------------------|---------------|---------------|
| Other Non-State \$ Being Applied to Project During Project Period: | | |
| Federal Congestion Mitigation and Air Quality (CMAQ): requires local match | \$ 44,000.00 | Secured |
| In-kind Services During Project Period: | | |
| Transit coupons and transit passes from Metro Transit | \$ 5,000.00 | Secured |
| Funding History: | | |
| Federal Non-motorized Transportation Pilot Program: does not qualify as local match | \$115,000.00 | Secured |
| Federal Congestion Mitigation and Air Quality (CMAQ): requires local match | \$ 65,000.00 | Secured |

2011-2012 PROJECT MANAGER QUALIFICATIONS AND ORGANIZATION DESCRIPTION

St. Paul Smart Trips is a 501c3 non-profit organization that improves access and mobility for those that travel in and around St. Paul. As one of the region's four Transportation Management Organizations (TMOs) we have been working with our regional partners since 1998 to reduce congestion and improve air quality through travel demand management (TDM) programming and outreach.

We are the first entity in Minnesota to employ individualized social marketing to shift travel behavior away from single occupant vehicle (SOV) trips and towards less polluting options such as biking, walking and transit. This approach has proved to be effective in producing sustained travel behavior change in Australia and Portland, Oregon and we're proud to have introduced it in Minnesota.

Jessica Treat will serve as the lead project manager. Jessica has served as the Executive Director of St. Paul Smart Trips since December of 2007. She came to the organization via the Midway TMO where she started as a Program Director in September 2006. Prior to the TMOs, Jessica served for three years as the Executive Director for one of St Paul's district councils. Jessica is a car-free individual and year-round cyclist. She has a Master's in Urban and Regional Planning from the University of North Carolina at Chapel Hill and a B.S. in Civil Engineering from Arizona State University.

Damian Goebel will manage the employer based pilot project. Damian came to St. Paul Smart Trips as an intern in July of 2008 to coordinate our outreach for the Republican National Convention. He joined our staff as an Employer Outreach Specialist on February 1, 2009. Damian has a background in sales and logistics and is pursuing a Communications degree through Hamline University.

As our Residential Outreach Specialist, Laura Baum has been managing our individualized social marketing programming since February 2008 and will continue to do so for the neighborhood based program in 2011. From 2005-2008, Laura worked with professors at the University of Minnesota, researching non-motorized transportation and the health impacts of planning policies. During this time, she also earned a Masters degree in Urban and Regional Planning from the university's Humphrey Institute. Prior to graduate school, Laura worked in Portland, Oregon in environmental advocacy and as a staff assistant to a county commissioner. She has a B.A. in Urban Studies from Brown University.

