

**Environment and Natural Resources Trust Fund
2019 Request for Proposals (RFP)**

Project Title:

ENRTF ID: 132-C

Neighborhoods Sustained: Multimodal Education in Metro Suburbs

Category: C. Environmental Education

Sub-Category:

Total Project Budget: \$ 756,793

Proposed Project Time Period for the Funding Requested: June 30, 2022 (3 yrs)

Summary:

TLC-Smart Trips will engage suburban residents, increasing their knowledge and skills to live more sustainably through walking, bicycling, and transit use and reducing the environmental impact of cars.

Name: Emma Pachuta

Sponsoring Organization: Transit for Livable Communities and St. Paul Smart Trips

Title: _____

Department: _____

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Location

Region: Metro

County Name: Anoka, Dakota, Hennepin, Wright

City / Township:

Alternate Text for Visual:

4 pictures depict people walking, bicycling, and dancing at a community event. An adult stands with two smiling children, one holding a bumper sticker reading "I stop for pedestrians."

<input type="checkbox"/>	Funding Priorities	<input type="checkbox"/>	Multiple Benefits	<input type="checkbox"/>	Outcomes	<input type="checkbox"/>	Knowledge Base
<input type="checkbox"/>	Extent of Impact	<input type="checkbox"/>	Innovation	<input type="checkbox"/>	Scientific/Tech Basis	<input type="checkbox"/>	Urgency
<input type="checkbox"/>	Capacity	<input type="checkbox"/>	Readiness	<input type="checkbox"/>	Leverage	<input type="checkbox"/>	TOTAL <input type="checkbox"/> %
<input type="checkbox"/>	If under \$200,000, waive presentation?						



PROJECT TITLE: *Neighborhoods Sustained: Increasing Transit, Bicycling, and Walking Use in MSP Suburbs*

I. PROJECT STATEMENT

The overall goal of this project is to activate suburban residents, increasing their knowledge and skills to live more sustainably through walking, bicycling, and transit use. Through education and outreach, we will take our successful St. Paul-based Neighborhoods model, which employs a multi-year investment in diverse communities, and create a new suburban-focused program, Neighborhoods Sustained.

The project will achieve this goal through community outreach, education, and organizing. These strategies work synergistically to not only stimulate individual residents to make choices that preserve and protect our environment, but expand our regional movement for walking, bicycling, and transit use. Normalization of walking and bicycling in suburban communities, where infrastructure is often built exclusively for cars, will have generational impacts on the environment, land use, and transportation patterns. Our work will engage communities along potential or identified future transit corridors, ensuring strong walking and bicycling connections and building ready support for those changes. Similar past engagements have resulted in at least a 3% increase in walking and bicycling trips in the target areas. Preliminary target areas have been identified, with final target areas determined as part of the project’s landscape analysis.

This work is critical given that the metro area and its suburbs are expected to gain more than 800,000 new residents by 2040. If the current trends continue, this will add more than 675,000 personal vehicles to the road, leading to increased traffic congestion and CO2 emissions (Twin Cities Shared Mobility Action Plan, 2017). The environmental consequences are already huge in our region: not only is transportation the second-largest source of greenhouse gas emissions in the U.S. at 27%, but 83% of these emissions come from vehicles typically used by individuals during daily activities such as commuting, errands, picking up kids, etc. (EPA, 2015).

II. PROJECT ACTIVITIES AND OUTCOMES

Activity 1: Develop Program: *Our Neighborhoods Program has been extremely successful in changing behaviors in an urban environment. We will evolve these lessons to create a new program focused on addressing barriers to environmentally-responsible choices in a suburban environment. Ongoing evaluation will be conducted (see outcomes).*

ENRTF BUDGET: \$495,356

Outcome	Completion Date
<i>1. Complete landscape analysis of high-potential districts, aligned with major transit corridors and potential/planned transit projects. (1 analysis complete)</i>	2019
<i>2. Complete initial program design, scoping and adjusting for suburban-specific barriers (1 program design and approach document complete)</i>	2020
<i>3. Design and implement survey (pre of pre-post) to inform engagement and measure success (1 pre-survey administered)</i>	2020
<i>4. Analyze 2020 Engagement successes and challenges, and adjust program scope (1 feedback document, 1-3 stakeholder meetings, adjustments to program design document)</i>	2021
<i>5. Analyze 2021 Engagement Year 2 successes and challenges, and adjust program scope (1 feedback document, 1-3 meetings, adjustments to program design document). Design, implement, and analyze post-survey (1 post-survey administered, pre-post results analyzed to measure success).</i>	2022



**Environment and Natural Resources Trust Fund (ENRTF)
2019 Main Proposal Template**

Activity 2: Develop and Maintain Partnerships: We will develop partnerships as appropriate to the specific geographic areas and programmatic challenges faced by suburban communities, and engage them as appropriate in our ongoing work. Evaluation of this activity takes place as part of our Develop Program evaluation.

ENRTF BUDGET: \$120,000

Outcome	Completion Date
1. Develop list of partner criteria and list of potential partners (1 list complete, 2-10 partners identified)	Sep 2019
2. Approach / meet with potential partners to determine fit (4-20 conversations/contacts)	Dec 2019
3. Issue RFPs (1-4 RFPs issued)	Mar 2020
4. Determine final partner and partnership scope (1-4 partners selected/contracts signed)	May 2020
5. Engage partners in Year 1 (1-4 partners engaged)	Oct 2020
6. Engage partners in Year 2 (1-4 partners engaged)	Oct 2021
7. Final evaluation with partners and reporting back/out	June 2022

Activity 3: Implement Program: We will engage community members in making environmentally-responsible transportation choices, including building demand and individual capacity to walk, bike, and use transit. A post-engagement survey will help us measure behavior change.

ENRTF BUDGET: \$141,437

Outcome	Completion Date
1. Community Events – Summer 2020 (6-12 events and engagement opportunities)	Oct 2020
2. Community Events – Summer 2021 (6-12 events and engagement opportunities)	Oct 2021
3. Distribute Flyers and Materials 2020 (3-6 engagement opportunities)	Oct 2020
4. Distribute Flyers and Materials 2021 (3-6 engagement opportunities)	Oct 2021
5. Post-engagement surveys to measure behavior change (1 survey administered)	Oct 2021
6. Identify potential leaders in communities to ensure longevity of work (2-10 leaders)	Oct 2021
7. Develop capacity of potential leaders (2-5 leaders’ capacity built)	June 2022

III. PROJECT PARTNERS:

A. Partners receiving ENRTF funding / B. Partners NOT receiving ENRTF funding

Project partners will be determined as outlined in the activities above. If necessary, TLC-Smart Trips will provide documentation as partners are selected regarding their ENRTF funding.

IV. LONG-TERM- IMPLEMENTATION AND FUNDING:

As a new program, findings from evaluation efforts will determine how the program is implemented and funded in the future. Organizationally, we are committed to sustainable growth, and are building funding through individual donations (supporters of our nonprofit mission) and earned revenue our employer consulting services. We will also continue to work with foundations and government who have identified this work as critical to our region’s sustainability and environmental preservation.

V. TIME LINE REQUIREMENTS:

Please see Section II, Activity Outcomes 1., 2., and 3.

IX. SEE ADDITIONAL PROPOSAL COMPONENTS:

- A. Proposal Budget Spreadsheet
- B. Visual Component or Map
- C. Project Manager Qualifications and Organization Description
- D. Letter or Resolution
- E. Certified Audit or 990 Tax Information

2019 Proposal Budget Spreadsheet

Project Title: Neighborhoods Sustained: Increasing Transit, Bicycling and Walking Use in MSP Suburbs

IV. TOTAL ENRTF REQUEST BUDGET Three Years

BUDGET ITEM (See "Guidance on Allowable Expenses")	AMOUNT
Personnel: Director of Programs: \$132,950 (82% Wages, 18% Benefits), .5 FTE for 3 Years Field Manager: \$105,159 (79% Wages, 21% Benefits), .5 FTE for 3 Years Program Manager: \$110,156 (77% Wages, 23% Benefits), .5 FTE for 3 Years Organizers: \$268,923 (77% Wages, 23% Benefits), 1.5 FTE for 3 Years	\$ 617,188
Professional/Technical/Service Contracts:	\$ -
Equipment/Tools/Supplies: Community Event and engagement supplies, including food, room rentals. 12 events x \$750 x 2 years = \$12,000	\$ 18,000
Acquisition (Fee Title or Permanent Easements): N/A	\$ -
Travel: Travel to partner locations mileage reimbursements (\$.535 IRS 2017 rate). Average estimate miles traveled per year = 1000. 1000 x 3 years x .535 = \$1,605. When possible, transit and carsharing will be used.	\$ 1,605
Additional Budget Items: Partnerships with organizations. 4 organizations per year, for 2 years. Average \$15,000 x 4 organization x 2 years = \$120,000	\$ 120,000
TOTAL ENVIRONMENT AND NATURAL RESOURCES TRUST FUND \$ REQUEST =	\$ 756,793

V. OTHER FUNDS *(This entire section must be filled out. Do not delete rows. Indicate "N/A" if row is not applicable.)*

SOURCE OF FUNDS	AMOUNT	Status
Other Non-State \$ To Be Applied To Project During Project Period:	\$ -	N/A
Other State \$ To Be Applied To Project During Project Period:	\$ -	N/A
In-kind Services To Be Applied To Project During Project Period:	\$ -	N/A
Past and Current ENRTF Appropriation:	\$ -	N/A
Other Funding History:	\$ -	N/A

**Saint Paul Transportation Management Organization
DBA Transit for Livable Communities & St. Paul Smart Trips (TLC-Smart Trips)**

Visual



**Saint Paul Transportation Management Organization
DBA Transit for Livable Communities & St. Paul Smart Trips (TLC-Smart Trips)**

Project Manager Qualifications

Emma Pachuta, Director of Programs

Emma oversees the programming of TLC-Smart Trips. She joined the St. Paul Smart Trips team in August 2011 to develop and manage its Neighborhoods Program, which focuses on engaging specific communities in order to encourage walking and bicycling. Since 2011, the program has engaged thousands of St. Paul residents in active transportation. Originally from a small town in Wisconsin, Emma moved to Minneapolis in 2002. After studying urban design in Copenhagen, she returned with a love of all things transportation-related, and went on to receive a masters in Community and Regional Planning from the University of Oregon.

Theresa Thompson-Nix, Field Manager

Theresa joined TLC-Smart Trips in February 2018. She brings over 10 years of community organizing, project coordination, and campaign management experience to the team. All of her work has centered around building connections in the community and bringing new and diverse voices to the table to engage on important issues, ranging from pedestrian safety, social justice, and civic engagement. Born and raised in Crystal, MN, Theresa is a member of Black Girls Run Twin Cities and loves going on walks with the crew.

Theresa Nelson, Program Manager

Theresa joined TLC-Smart Trips in March 2017. She has spearheaded the evolution of the St. Paul Women on Bikes program, as well as actively worked in the Neighborhoods Program. Theresa has over 15 years of experience with community engagement, coalition-building, and pedestrian and bicycle program implementation in both the nonprofit and the private sector. Theresa is dedicated to planning and programming that leads to healthy communities.

Organization Description

A recently-merged organization, **Transit for Livable Communities & St. Paul Smart Trips (TLC-Smart Trips)** is committed to ensuring that all Minnesotans have access to transportation options that are sustainable, environmentally responsible, safe, affordable, and healthy. We are a vocal force for change, promoting a bold vision of transportation in Minnesota that actively supports biking, walking, and transit. With nearly 10,000 supporters and decades of combined experience, TLC-Smart Trips is the largest transportation advocacy nonprofit in Minnesota.

TLC-Smart Trips engages and elevates communities historically not at the table in transportation planning: our audiences and beneficiaries include youth, women, people with low incomes, communities of color, people with disabilities, and other transit-dependent populations.

Our mission is to lead the movement for an equitable transportation system in Minnesota that puts people first. Our focus is around the Minneapolis-Saint Paul (MSP) metro and its suburbs, with a statewide vision guiding future growth. In order to amplify the merged organization's impact, TLC-Smart Trips is completing strategic planning and engaging in a branding process, with a new organizational identity and brand to be announced in 2018.