



Minnesota Regional Transit
Board: Records.

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REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East Fifth Street
Saint Paul, Minnesota 55101
612/292-8789

DATE: December 19, 1988

TO: Regional Transit Board

FROM: Kathryn Christopherson, Comptroller
Lori Olson, Accountant *KC*

SUBJECT: Resolution No. 88-09 (Correction of Resolution No. 88-08)
Approving the RTB 1989 Work Program and Budget and
the 1989 MTC Budget

SUMMARY

Attached is Regional Transit Board Resolution No. 88-09 concerning the 1989 Work Program and Budget. This version reflects changes from Resolution No. 88-08 as follows:

BACKGROUND

Paragraph number "1" in Resolution No. 88-08 had an incorrect figure of \$62,370,959 for the MTC capital expenditure amount. The RTB has actually approved \$25,023,343 new capital expenditures for the MTC 1989 Capital Budget.

RECOMMENDATION

That the Regional Transit Board adopt corrected Resolution No. 88-09

- 1) approving the Regional Transit Board 1989 Work Program and Budget consisting of operating expenses (\$85,671,150) and capital expenses (\$2,260,178); and
- 2) approving the Metropolitan Transit Commission 1989 Budget consisting of operating expenses (\$105,138,252), debt service (\$2,476,137) and capital expenditures (\$25,023,343) and rescind Resolution No. 88-08.

Attachment
c h

RESCIND

REGIONAL TRANSIT BOARD
Mears Park Centre, 230 East Fifth Street
Saint Paul, Minnesota 55101

RESOLUTION NO 88-09

RESOLUTION APPROVING THE
REGIONAL TRANSIT BOARD 1989 WORK PROGRAM AND BUDGET
AND THE 1989 METROPOLITAN TRANSIT COMMISSION BUDGET

WHEREAS, the Regional Transit Board (RTB) is required by Minnesota Statute 473.163, to prepare annually a calendar year budget; hold a public hearing on the proposed budget, submit those parts of said budget relating to capital improvements to the Metropolitan Council for approval; and adopt by resolution by December 15 of each year, a final budget; and

WHEREAS, in accordance with Minnesota Statute 473.435, the Metropolitan Transit Commission (MTC) is also required to prepare an annual budget as prescribed by the RTB and submit it to the RTB for review and approval or disapproval, to which approval the Board may attach conditions; and

WHEREAS, the MTC prepared a 1989 Proposed Budget and submitted it to the RTB for review and approval, and the RTB prepared a 1989 Work Program and Budget; and

WHEREAS, the RTB reviewed the MTC 1989 Proposed Budget and RTB 1989 Work Program and Budget approving a final budget document; and

WHEREAS, the RTB held a public hearing on August 11, 1988; and

WHEREAS, the Metropolitan Council reviewed and approved the capital budgets on September 22, 1988, subject to conditions stated in the Metropolitan Council's approving Resolution No. 88-56, subject to conditions listed below; and

WHEREAS, the Administration and Finance Committee of the RTB has analyzed the MTC 1989 Proposed Budget and the RTB 1989 Work Program and Budget and recommended the documents be approved, subject to certain conditions and recommendations hereinafter detailed, and resubmitted together to the Metropolitan Council pursuant to Minnesota Statute 473.163, Subd. 2, as the final 1989 Regional Transit Budget;

NOW, THEREFORE, BE IT RESOLVED:

1. That the Regional Transit Board finds the MTC 1989 Proposed Budget to be consistent with its Implementation and Financial Plan and, therefore, grants its approval of a document consisting of operations (\$105,138,252), debt service (\$2,476,137) and additional capital expenditures authorizing (\$25,023,343); totaling \$132,637,732, calendar year 1989, subject to the following conditions:

a) That the Metropolitan Council requests the Regional Transit Board to submit an Implementation Plan amendment for the Mall of America Hub that:

- explores additional cost-sharing opportunities such as off-peak use of the hub by non-public transit users;
- maximizes public transit use, such as for I-494 circulator services and transit services from Dakota County;
- provides an option to scale down the transit hub if the final design for the Mall of America is smaller than that previously proposed;

b) That the RTB directs the MTC to work with the City of St. Paul, RTB, MN/DOT, and other appropriate parties to ensure the most compatible and cost-effective uses of the Lowertown and west downtown layover sites;

c) That the RTB directs the MTC to prioritize its six proposed bus turnarounds and delay implementation of non-essential turnarounds until excess federal funding becomes available in 1992.

2. That the RTB finds the RTB 1989 Work Program and Budget to be consistent with its Implementation and Financial Plan and, therefore, approved the document totaling \$100,091,500 in estimated revenues and fund reserves, and \$85,671,150 in operating expenses, and \$2,260,178 in capital expenses.
3. That the RTB directs its Executive Director to transmit as the final approved 1989 Regional Transit Budgets, this resolution, together with a copy of the "Regional Transit Board 1989 Work Program and Budget" and the "Metropolitan Transit Commission Budget," each reflective of the totals authorized herein, to the Metropolitan Council on or before December 20, 1988, in fulfillment of the Minnesota Statute 473.163, Subd. 2 requirement that the Regional Transit Board adopt, by resolution, a 1989 calendar year budget.

Adopted the 19th day of December, 1988.

Elliott Perovich, Chairman

Mary Fitzgerald, Secretary



Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

MEETING OF THE REGIONAL TRANSIT BOARD

Monday, December 19, 1988
Mears Park Centre Chambers
4:00 p.m.

AMENDED AGENDA

1. Call to Order and Roll Call
2. Approval of Agenda
3. Approval of Minutes of November 28, 1988 Board Meeting
4. Approval of Minutes of December 5, 1988 Board Meeting
5. CONSENT LIST
6. REPORT OF THE POLICY COMMITTEE

Doris Caranicas,
Chair

7. REPORT OF THE ADMINISTRATION AND FINANCE COMMITTEE

Ruth Franklin,
Chair

- A. Resolution approving the RTB 1989 Work Program and Budget and the 1989 Metropolitan Transit Commission Budget, Resolution No. 88-09
- B. Financial Statements, October 1988
- C. Approval of Metro Mobility Administrative Center 1989 Contract
- D. Expiration of Metro Mobility Over-Eight-Mile Coupon Program
- E. 1989 Disadvantaged Business Enterprise (DBE) Goals for Federal UMTA Grants and 1988 DBE Participation
- F. Affirmative Action Plan
- G. 1988 Special Exurban Fund Grants
- H. 1989 Minnesota Rideshare Contract
- I. Implementation and Financial Plan Amendment for Mall of America Transit Hub

add

add Media Base



Agenda
Page Two

Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

8. OTHER BUSINESS

- A. Chairman's Report
- B. Members' Reports
- C. Advisory Committee Reports
- D. Staff Reports
- E. Public Comment

Elliott Perovich
Chairman

Weaver MJ Michalek
 Berh C Cochran
 Mary O'Han B Rossmore
 T Vede Larry Pille
 C. Gram Greg Fairbairn
 N Diny Emil Brant
 de Vries
 Marcia Diers

MT RC
 CA EK
 RP
 HB
 CM
 KT

REGIONAL TRANSIT BOARD
 ROLL CALL AND ATTENDANCE SHEET

DATE: 12/19

BOARD OR COMMITTEE: Board

MEMBER NAME	PRESENT	VOTE	88-09 VOTE	VOTE	PK VOTE	VOTE
Chairman	✓		Y			
Doris Caranicas	✓		Y			
Ruth Franklin	✓		Y			
Carole Faricy						
Alison Fuhr	✓		Y			
Rochelle Graves						
George Isaacs	✓		Y			
Paul Joyce	✓		Y			
Edward Kranz						

Handout 12/19

REGIONAL TRANSIT BOARD

Work Description and Budget

Work Product #1: LRT Information Packet

Description: This product is an information kit summarizing important issues relevant to the discussion of light rail transit (LRT). It will be designed to meet the information needs of state legislators and local public officials. This information packet will be of typeset quality, printed on enamel paper stock for inclusion in a pocket folder. Removable, easily revisable separate "Issue Pages" will be inserted in the folder. The budget allows for an initial printing of 250 folios. Formatted copy will be provided on a computer disk to the RTB for easy, cost-effective revision, as necessary.

Budget

Research/preparation	\$ 1,020.
Writing	1,175.
Editing/rewrite	510.
Design/layout/format/production	1,056.
Printing	675.
Folders (250)	<u>500.</u>
Sub Total	\$ 4,936.

Work Product #2: LRT Public Opinion Survey

Description: Complete a public opinion telephone survey of 500 Twin Cities residents; analyze responses; prepare findings in a final report and present to the RTB.

Budget

Conduct survey and prepare report (MPA Consultants).	\$ 6,000.
Study start-up, coordination and administration (Media Rare).	255.
Data analysis and co-presentation (Media Rare).	<u>340.</u>
Sub Total	\$ 6,495.

Work Product #3: LRT Communications Plan

Description: Meet with RTB board members, staff and others appropriate to develop a communications plan for the light rail transit issue within the Twin Cities metropolitan area.

Budget

Issue research and development meetings.	\$ 2,210.
Preparation of 1st draft communications plan, timetable and budget.	1,870.
Review and edit plan based on RTB board/staff, input.	510.
Printing of drafts and final report.	35.
Clerical support.	<u>240.</u>
Sub Total	\$ 4,865.

Work Product #4: Citizens Guide (Brochure) to LRT Issues

Description: This will be a simple, black and white, 3-panel brochure designed for the general public, explaining light rail transit. The printing of 2000 brochures is to be arranged by the RTB.

Budget

Writing/editing	\$ 1,475.
Design/typesetting/layout/production.	895.
Printing (2000 copies).	<u>by RTB</u>
Sub Total	\$ 2,370.

Work Product #5: LRT "White Paper"

Description: This work product will be a detailed background information piece containing facts, figures, charts, and narrative about LRT issues. It is expected to be 20-30 pages in length, spiral bound with a cardstock front and back cover. It is designed for use by legislative staff, agency staffs and others who want a compendium of authoritative information, as well as a guide to other LRT source materials. Copying of review drafts would be by the RTB.

Budget

Research, writing.	\$ 2,660.
Editing/re-editing.	1,020.
Input/formatting/production.	960.
Printing of final report. (100 copies)	<u>300.</u>
Sub Total	\$ 4,940.

Complete all work products #1-#5 for a total cost no-to-exceed: \$23,706.

PROCEDURE OUTLINE
OF
BASELINE STUDY
FOR
REGIONAL TRANSIT BOARD

This is an outline of the objectives, methods and products of a baseline study to evaluate opinion of light rail transit in the seven county metro area. The study will provide objective and reliable information not currently available from other sources. In addition, the data will document behaviors, attitudes and awareness generally, of the target population.

As a basis for conducting the study, we will review demographic data available from the RTB and other public records. Based upon this research and our prior experience doing survey research and organizational studies we would conduct a study following the steps outlined below.

1. Basically, anytime we undertake a large scale survey of public attitudes it is to document the level of awareness towards certain issues, intensity and saliency of such issues and to profile demographics of the target area and to measure comparative attitudes between and within various populations surveyed.
2. The primary objective of the survey is to provide comprehensive, measured, reliable data for knowledgeable decision making.
3. The specific tasks involved in conducting the survey will include:
 - 3.1 Determining the methodology for collecting data
 - 3.2 Questionnaire design
 - 3.3 Sample selection
 - 3.4 Pre-testing the questionnaire
 - 3.5 Conducting the interviews
 - 3.6 Computer analysis
 - 3.7 Analyzing, publishing and reporting results
4. The steps will include:
 - 4.1 A diagnostic, design phase
 - 4.2 A survey phase
 - 4.3 An analysis phase
 - 4.4 A final reporting or interpreting phase.
5. In the diagnostic design phase we would develop a preliminary questionnaire and after review with the appropriate officials, pre-test the questionnaire to a sample of the target population to assure reliability.
6. Findings of this pre-test would be reviewed and appropriate adjustments made before the more comprehensive survey were undertaken.

7. The appropriate questionnaire/questionnaires would be developed based on the following four activities that would take place during the diagnostic design phase:

- 7.1 Identification of issues and concerns that need to be addressed.
- 7.2 Construction of reliable and valid questions phrased in ways that minimize bias and maximize validity and reliability.
- 7.3 Construction of a questionnaire format appropriate for the particular study. Generally, we will use a combination of subjective (open ended) and objective questions that are measurable on a 4 point scale.
- 7.4 Pre-testing the questionnaire.

8. The survey phase would call for the administration of the questionnaire to a large random systematic or stratified random sample of the target population. The nature of the sample and its size would be determined as a result of work in the diagnostic phase.

9. Our target would be to achieve a statistical reliability of plus or minus 5% for most statistics, though the margin of error could be higher for some sub-groups.

10. The most efficient way to conduct public opinion surveys, for the most part, is likely to be by telephone. However, on occasion, we choose to include data gathered either through personal interviews or through a mail questionnaire. The actual techniques used would be fully defined in the diagnostic stage.

11. The sample size required will usually vary but is likely to be at least 300 informants and could be as large as 600.

12. Responses from all completed surveys are reviewed for thoroughness and consistency and data is entered, verified and computer processed using a social science statistical software package.

13. When this data had all been assembled it is integrated into a unified statement that would not only make discussion realistic with regard to the documented situation but the data would provide a valid basis to:

- 13.1 Identify what issues are important to the target population.
- 13.2 Develop and coordinate a "message".
- 13.3 Develop information documents.
- 13.4 Organize groups, plan and arrange public meetings.
- 13.5 Conduct media campaigns.
- 13.6 Establish regular procedures for informing and consulting with other public policy makers.

13.7 Improve the process by which strategic planning is done.

13.8 Decide what coalitions can be formed.

13.9 Determine how resources should be allocated.

14. We will present a final written report, as well as make appropriate oral presentations.

14. In order to assure consistency of survey approach and statistical reliability a high standard of quality control would be maintained throughout all phases of the project.

15. MPA Consultants is a minority owned firm certified by the State of Minnesota. In addition, we are on the list of minority contractors certified by the Metro Council and are recognized Buy-Indian Contractors with the Bureau Of Indian Affairs and the Indian Health Service.



REGIONAL TRANSIT BOARD

Mears Park Centre
230 East 5th Street
St. Paul, Minnesota 55101
612/292-8789

MEETING OF THE REGIONAL TRANSIT BOARD

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Mears Park Centre Chambers
4:00 p.m.

AGENDA

1. Call to Order and Roll Call
2. Approval of Agenda
3. Approval of Minutes of November 28, 1988 Board Meeting
4. Approval of Minutes of December 5, 1988 Board Meeting

5. CONSENT LIST

6. REPORT OF THE POLICY COMMITTEE

Doris Caranicas,
Chair

7. REPORT OF THE ADMINISTRATION AND FINANCE COMMITTEE

Ruth Franklin,
Chair

- A. Financial Statements, October 1988
- B. Approval of Metro Mobility Administrative Center 1989 Contract
- C. Expiration of Metro Mobility Over-Eight-Mile Coupon Program
- D. 1989 Disadvantaged Business Enterprise (DBE) Goals for Federal UMTA Grants and 1988 DBE Participation
- E. Affirmative Action Plan
- F. 1988 Special Exurban Fund Grants
- G. 1989 Minnesota Rideshare Contract
- H. Implementation and Financial Plan Amendment for Mall of America Transit Hub

8. OTHER BUSINESS

- A. Chairman's Report
- B. Members' Reports
- C. Advisory Committee Reports
- D. Staff Reports
- E. Public Comment

An Equal Opportunity Employer
Elliott Perovich
Chairman



Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

Minutes of the Special Meeting of the
REGIONAL TRANSIT BOARD
Mears Park Centre, Room A
November 28, 1988

BOARD MEMBERS PRESENT: Elliott Perovich, Chairman; Doris Caranicas; Carole Faricy; Ruth Franklin; Alison Fuhr; George Isaacs; Paul Joyce; Ed Kranz

MEMBERS ABSENT: Rochelle Graves

OTHERS PRESENT: Gregory Andrews, Kathy Christopherson, Mary Fitzgerald, Judy Hollander, Mike Kuehn, Ed Kouneski, Howard Blin, Regional Transit Board Staff; Gregory Korstad, legal counsel; Bob Rossman, Amalgamated Transit Union; Natalio Diaz, Metropolitan Council; Steve Bertrand, Transportation Handicapped Advisory Committee; Tom Todd, Legislative Research; Christopher Gran, Metro Mobility Administrative Center

The meeting was called to order at 4:00 p.m. and roll taken. Isaacs asked that the agenda be amended to include a report of the Ad Hoc Committee on Light Rail Transit. Caranicas moved approval of the agenda with that amendment; Fuhr seconded the motion and the motion carried unanimously.

Isaacs moved and Caranicas seconded that the minutes of the Ad Hoc Committee on Light Rail Transit for the September 29, 1988 meeting be approved. The motion carried unanimously.

Isaacs updated the board on the progress toward a light rail demonstration project next March.

REPORT OF THE POLICY COMMITTEE

METRO MOBILITY LEGISLATIVE REPORT

Committee Chair Caranicas reviewed the committee report of its meeting of November 21, 1988. The staff report, dated November 14, 1988 was distributed.

That the Regional Transit Board approve the Status Report on Metro Mobility, dated November 14, 1988, for submittal to the Legislature in December 1988, incorporating any suggestions for revision that are made by the Transportation Handicapped Advisory Committee.

Kouneski reviewed the action of the Transportation Handicapped Advisory Committee. Perovich said an addendum should be forwarded to the Legislature when major projects are underway. The motion carried unanimously.

PUBLIC COMMENT

In response to Bertrand's question on the light rail demonstration project, Isaacs said he is trying to locate a lift so a person to roll onto a ramp to the light rail car. It will not be a standard lift, but it will allow a disabled person to sample the ride. (Kranz arrived.)

There being no other business, Fuhr moved and Joyce seconded that the meeting be adjourned. The motion carried and the meeting was adjourned at 4:25 p.m.

Respectfully submitted,

Mary Fitzgerald
Secretary

Approved by the board: _____, 1988.



Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

Minutes of the Meeting of the
REGIONAL TRANSIT BOARD
Mears Park Centre Chambers
December 5, 1988

BOARD MEMBERS PRESENT: Elliott Perovich, Chairman; Doris Caranicas; Carole Faricy; Ruth Franklin; Alison Fuhr; George Isaacs; Rochelle Graves; Paul Joyce; Ed Kranz

OTHERS PRESENT: Gregory Andrews, Kathy Christopherson, Mary Fitzgerald, Judy Hollander, Mike Kuehn, Ed Kouneski, Katie Turnbull, Howard Blin, Bob Dietrick, Jan Hennings, Lori Olson, Elba Zuniga and Dave Jacobsen, Regional Transit Board Staff; Greg Korstad, legal counsel; Arnie Entzel, Amalgamated Transit Union; Emil Brandt, Natalio Diaz and Dirk deVries, Metropolitan Council; Steve Bertrand, Transportation Handicapped Advisory Committee; John Capell, Tom Vida, Christopher Gran, Metropolitan Transit Commission (MTC); Jeff Spartz, Vern Genzlinger and Ken Stevens, Hennepin County; Kurt Strom, Minnesota State Council for Disabilities

The meeting was called to order at 4:00 p.m. and roll taken. Isaacs moved approval of the agenda; Caranicas seconded the motion. The motion carried unanimously.

Franklin moved approval of the minutes of the November 21, 1988 meeting; Caranicas seconded the motion. The motion carried unanimously.

REPORT OF THE POLICY COMMITTEE

Committee Chair Caranicas reviewed the action of the committee taken at its special meeting of November 29, 1988. She moved and Isaacs seconded:

1989 LEGISLATIVE PROGRAM

That the Regional Transit Board approve the 1989 Legislative Program dated December 5, 1988.

The motion carried unanimously.

REPORT OF THE ADMINISTRATION AND FINANCE COMMITTEE

Committee Chair Franklin reviewed the action of the Administration and Finance Committee taken at its special meeting of November 28, 1988.

1989 REGIONAL TRANSIT BOARD WORK PLAN, AND 1989 REGIONAL TRANSIT BOARD AND METROPOLITAN TRANSIT COMMISSION OPERATING AND CAPITAL BUDGETS, RESOLUTION NO. 88-08

Franklin moved and Joyce seconded:

That the Regional Transit Board adopt Resolution No. 88-08:

- 1) Approving the Regional Transit Board 1989 Work Program and Budget consisting of operating expenses, \$85,671,150; and capital expenses, \$2,160,178; and
- 2) Approving the Metropolitan Transit Commission (MTC) 1989 budget consisting of operating expenses, \$105,138,252; debt service, \$2,476,137; and capital expenditures, \$62,370,959.

On a roll call vote, the motion and resolution were unanimously approved.

REGIONAL TRANSIT BOARD 1989-1991 FINANCIAL PLAN AND 1986-1991 METROPOLITAN AGENCIES FINANCIAL ADVISORY COMMITTEE (MAFAC) REPORT

Franklin moved and Caranicas seconded:

That the Regional Transit Board approve the Financial Plan and MAFAC report for submission to the Metropolitan Council.

The motion carried unanimously.

HENNEPIN COUNTY REGIONAL RAILROAD AUTHORITY URBAN MASS TRANSPORTATION ADMINISTRATION (UMTA) GRANT APPLICATIONS

Franklin moved and Graves seconded:

That the Regional Transit Board:

- 1) Approve the Hennepin County Regional Railroad Authority's grant application to UMTA for Section 8 funding for planning activities in the amount of \$2.4 million;
- 2) Approve the Hennepin County Regional Railroad Authority's grant application to UMTA for Section 3 funding for purchase of light rail vehicles and development of yards and shops in the amount of \$99.3 million;
- 3) Approve an amendment to the 1989-1991 Transportation Improvement Program (TIP) to reflect the above applications; and
- 4) Encourage the Hennepin County Regional Railroad Authority to work with other regional rail authorities to ensure that federal resources are used according to regional priorities.

The motion carried (Perovich, Faricy, Isaacs and Joyce voted no).

AMENDMENT TO 1988 REGIONAL TRANSIT BOARD BUDGET/PERSONNEL COMPLEMENT

Franklin moved and Graves seconded:

That the Regional Transit Board amend the personnel complement of the 1988 budget to add the position of Elderly and Disabled Specialist.

The motion carried unanimously.

OTHER BUSINESS

CHAIRMAN'S REPORT

Perovich raised concerns about a potential conflict of interest created by the Larkin, Hoffman, Daly and Lindgren law firm's representation of Hennepin County Regional Railroad Authority and the Regional Transit Board.

STAFF REPORTS

Christopherson reported on the status of the North Suburban and Medicine Lake Lines audits.

Andrews said the RTB is responsible for completing an impact assesement study for University of Minnesota Routes 52.

Andrews said HSI is asking to drop its weekend Metro Mobility service since they carry only one passenger per week end. Morley operates in the same area. HSI is asking to add the Newport area to its service during the week. He recommended that he be given the authority to make these minor administrative changes. Andrews stated that he will advise THAC of service changes. Graves moved:

That the executive director be authorized to make minor changes in the services provided by Metro Mobility contractors.

Fuhr seconded the motion. The motion carried unanimously.

OTHER BUSINESS

Entzel asked if the board intends to review the susidy levels in the interim standards for the MTC. Hollander said this is a top priority over the next few months.

There being no other business, Isaacs moved and Franklin seconded that the meeting be adjourned. The motion carried unanimously and the meeting was adjourned at 5:30 p.m.

Respectfully submitted,

Mary Fitzgerald
Secretary

Approved by the board: _____, 1988.



Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

DATE: December 8, 1988
TO: Regional Transit Board
FROM: Elliott Perovich, Chairman
SUBJECT: Consent List

The following comprehensive plan amendment has been reviewed by the staff and the chairman of the Regional Transit Board (RTB). In my opinion, the amendment meets the standards of consent referrals adopted by the board.

CITY OF ROSEVILLE COMPREHENSIVE PLAN AMENDMENTS

The City of Roseville is requesting Metropolitan Council approval of a comprehensive plan amendment for a 30-acre parcel located northwest of the intersection of Lexington Avenue and Woodhill Drive, directly north of the Roseville City Hall. The Roseville Comprehensive Plan currently designates the property for medium density residential and business development. The amendment would redesignate the site for high density residential, low density residential, park and business development. After review of the amendment, the RTB finds no significant impact on transit.

HBfile
RTBTX1



Mears Park Centre, 230 East Fifth Street, St. Paul, MN. 55101
612/292-8789

REPORT OF THE ADMINISTRATION AND FINANCE COMMITTEE

At its meeting of December 5, 1988, the Administration and Finance Committee took the following actions. The board is expected to act on the recommendations at its meeting of December 19, 1988.

FINANCIAL STATEMENTS - OCTOBER 1988

That the Regional Transit Board receive the October 1988 financial statements and direct that they be placed on file.

APPROVAL OF METRO MOBILITY ADMINISTRATIVE CENTER 1989 CONTRACT

That the Regional Transit Board approve the same level of funding for the Metro Mobility Administrative Center as approved in 1988.

EXPIRATION OF METRO MOBILITY OVER-EIGHT-MILE COUPON PROGRAM

That the Regional Transit Board:

1. Set aside \$125,000 in its budget for calendar year 1989 to continue the Over-Eight-Mile Coupon Program; and
2. Direct staff to communicate to the Legislature that continuation of this program is part of the biennial request for Metro Mobility.

1989 DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOALS FOR FEDERAL UMTA GRANTS AND 1988 DBE PARTICIPATION

That the Regional Transit Board:

1. Adopt a DBE goal of 10 percent for federal fiscal year 1989 for its UMTA Section 8 grant and its UMTA Section 6 grant; and
2. Adopt overall internal goals for the Regional Transit Board of 10 percent DBE for 1989.

1989 AFFIRMATIVE ACTION PLAN

That the Regional Transit Board adopt the Regional Transit Board 1989 Affirmative Action Plan, dated December 19, 1988, for submission to the Commissioner of the Department of Employee Relations.

1988 SPECIAL EXURBAN FUND GRANTS

That the Regional Transit Board authorize the executive director to distribute 1988 special exurban fund grants to the Anoka County Coordinated Transportation Program (\$195), Hastings TRAC (\$4,200), Senior Community Services (\$5,213), Senior Transportation Program (\$500), and Westonka RIDES (\$2,210) in amounts not to exceed those shown here.

1989 MINNESOTA RIDESHARE CONTRACT

The committee agreed the contract should be referred to the board at its next meeting without recommendation.

IMPLEMENTATION AND FINANCIAL PLAN AMENDMENT FOR MALL OF AMERICA TRANSIT HUB

That the Regional Transit Board approve an amendment to the Implementation and Financial Plan to include the Mall of America transit hub, and that this amendment be submitted to the Metropolitan Council for approval.

OTHER BUSINESS

The next committee meeting will be Tuesday, January 3, 1989.

Ruth Franklin
Chair

RF/mff
AF to BD
RTRBTX1

Hello, my name is _____, I'm calling for MPA consultants, a public opinion firm that is doing a survey on public transportation in the metro area. Could I ask you a few questions?

MPA STANDS FOR MANAGEMENT AND PUBLIC AFFAIRS CONSULTANTS----YOU DO NOT KNOW WHO THE SURVEY IS FOR----YOU ARE THE HIRED HELP----THE INTERVIEW TAKES 5 TO 10 MINUTES----ALL INFORMATION IS CONFIDENTIAL----NAMES WERE DRAWN IN A RANDOM SAMPLE

_____(1) Have you ever ridden on a light rail transit system? (DO NOT READ LIST)

- (1) Yes
- (2) No
- (5) Not sure/don't know

_____(2) If "yes", Where?

_____(3) Recently there has been a great deal of publicity about light rail transit. Would you say that you are _____ about light rail?

- (4) Knowledgeable
- (3) Somewhat Knowledgeable
- (2) Not Vary knowledgeable, or
- (1) Not knowledgeable at all
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(4) Do you believe that we should _____ build a light rail transit system in the metro area?

- (4) Definitely
- (3) Probably
- (2) Probably not, or
- (1) Definitely not
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(5) Why do you say that?

_____(6) In your opinion, how likely is it that a light rail transit system will ever be built in the Metro area? Would you say that it will _____ be built?

- (4) Definitely
- (3) Probably
- (2) Probably not, or
- (1) Never be built
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____ (7) Do you think that light rail is most like? (ROTATE)

- (1) The street cars that we had until about 1950
- (2) The mono-rail like at the Minnesota zoo
- (3) A subway like those in Washington D.C. or Chicago, or
- (4) The people mover that was proposed for St. Paul Several years ago
- (5) Not sure/don't know }DO NOT READ
- (6) Is not like any of those listed }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____ (8) Which of those do you feel light rail is least like?

_____ (9) In 1984, the State Legislature set up a Regional Transit Board or RTB to plan public transportation in the metro area. Would you say that you are _____ with this board?

- (4) Familiar
- (3) Somewhat familiar
- (2) Not very familiar, or
- (1) Not familiar at all
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

People who are experts in transportation, say that by the year 2000, the average commute time on metro freeways will double. We would like to know what you feel are the best ways to eliminate freeway congestion. Please rank the following list 1 to 5 with 1 being what you feel is the best way and 5 being the poorest way of solving freeway congestion? the 5 ways are: (ROTATE)

- _____ (10) Building light rail transit
- _____ (11) Keeping trucks off the highways
- _____ (12) Building more highways
- _____ (13) Widening existing highways, or
- _____ (14) Buying more busses

_____ (15) If a light rail transit system is built, should it be:

- (1) Above the ground
- (2) At ground level, or
- (3) Underground
- (4) A combination of above ground and underground }DO NOT READ
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

- _____ (16) Some people say that building more freeways is the best way to reduce traffic congestion? What is your opinion, do you:
- (4) Agree
 - (3) Somewhat agree
 - (2) Somewhat disagree
 - (1) Disagree
 - (5) Not sure/don't know }DO NOT READ
 - (0) Refused/no response }DO NOT READ

_____ (17) Why do you say that?

- _____ (18) Assuming that a light rail transit system were going to be built throughout the entire metro region, who should be responsible for planning it? Should it be:
- (1) A regional board or governing body, or should
 - (2) Each city or town plan for their area, or should
 - (3) Each county board plan for their county, or should
 - (4) The Minnesota, Department of Transportation do the planning
 - (5) Not sure/don't know }DO NOT READ
 - (0) Refused/no response }DO NOT READ

With 1 being the most important and 4 being the least important, would you rank the following 4 items in terms of what you feel policy makers should view as most important as they discuss light rail transit? The 5 are: (ROTATE)

- _____ (19) Who should plan it
- _____ (20) How to pay for it
- _____ (21) Where to locate the line or tracks
- _____ (22) Who should run it after it is built
- _____ (23) -----

Now I am going to read a list of 5 concerns that many people have about light rail transit. We would like to know the importance of these concerns to you. Would you rank them 1 to 5 with 1 being the most important and 5 being the least important? The 5 concerns are: (ROTATE LIST)

- _____ (24) Neighborhood noise
 - _____ (25) Safety
 - _____ (26) The quality of the ride
 - _____ (27) Location of the tracks
 - _____ (28) Who much taxes will go up
- _____ (29) Some say that there are not enough people living in the metro area to use and support a light rail transit system. Do you:
- (4) Agree
 - (3) Somewhat agree
 - (2) Somewhat disagree, or
 - (1) Disagree with that
 - (5) Not sure/don't know }DO NOT READ
 - (0) Refused/no response }DO NOT READ

Now I am going to read you a series of statements about light rail transit. Would you tell me if you (4)Agree, (3)Somewhat agree, (2)Somewhat disagree, or Disagree with each statement? If you (5) don't have an opinion or don't know, just say so. Light rail transit:

- _____ (30) Will reduce air pollution
- _____ (31) Is more reliable than busses
- _____ (32) Will not disrupt neighborhoods
- _____ (33) Will not be as noisy as buses
- _____ (34) Is a safe method of transportation
- _____ (35) Is cheaper to build than highways
- _____ (36) will improve neighborhood property values
- _____ (37) Will relieve traffic congestion
- _____ (38) Is easy for passengers to use
- _____ (39) Fares will not be higher than current bus fares
- _____ (40) Is good for the economy and will provide jobs

- _____ (41) If a light rail transit system were built, instead of driving, would you ride it:
 - (4) Frequently
 - (3) Occasionally
 - (2) Not very often, or
 - (1) Not at all
 - (5) Not sure/don't know }DO NOT READ
 - (0) Refused/no response }DO NOT READ

- _____ (42) Why do you say that?

Now I am going to read you a list of 5 reasons why you may choose to use light rail. Would you tell me if you would use it (4)On a regular basis, (3)Once in a while, (2)Not very often, or (1) Not at all for:

- _____ (43) Going to work
- _____ (44) Going to the doctor
- _____ (45) Going shopping
- _____ (46) For a social or recreational trip
- _____ (47) Doing personal business

- _____ (48) If It were built, do you feel that the public would use a high quality transportation system such as light rail:
 - (4) A lot
 - (3) Somewhat
 - (2) Not very much, or
 - (1) Not at all
 - (5) Not sure/don't know }DO NOT READ
 - (0) Refused/no response }DO NOT READ

_____(49) If we had light rail and if you chose to ride it, would you be willing to walk _____ in order to get to the ride?

- (1) One block or less, or
- (2) Up to 3 blocks, or
- (3) Up to 6 blocks, or
- (4) More than 6 blocks
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(50) Compared to the existing bus system, do you feel that the public would use light rail:

- (4) More than they use the bus
- (3) About the same as the bus
- (2) Somewhat less than they ride the bus, or
- (1) Considerably less than they ride the bus
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(51) Why do you say that?

_____(52) Do you typically ride the bus:

- (1) Every day, or
- (2) More than 3 times a week
- (3) Once a week
- (4) Once a month or less, or
- (6) Do you never ride the bus
- (7) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(53) Would you rate the bus system in the metro area as:

- (4) Excellent
- (3) Good
- (2) Fair
- (1) Poor
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____(54) Why do you say that?

_____(55) Do you travel _____ one way to work?

- (1) Less than a mile
- (2) 1 to 5 miles
- (3) 5 to 10 miles
- (4) More than 10 miles
- (5) Not sure/don't know }DO NOT READ
- (0) Refused/no response }DO NOT READ

_____ (56) How many working cars, motorcycles, trucks and vans are being used in your household? (DO NOT READ LIST)

- (1) One
- (2) Two
- (3) Three
- (4) Four or more
- (5) None
- (0) Refused/no response

_____ (57) Do you live in a:

- (1) Single family dwelling
- (2) Townhouse
- (3) Condominium
- (4) Apartment
- (5) Duplex, or
- (6) Mobile home
- (7) Other, _____ } DO NOT READ
- (8) Not sure/don't know } DO NOT READ
- () Refused/no response } DO NOT READ

_____ (58) What type of work does the head of the household on your home do? (WHAT IS THE JOB CALLED?--BE SURE TO GET ENOUGH INFORMATION TO CLASSIFY PROPERLY---IF UNEMPLOYED, ALSO GET USUAL OCCUPATION)

JOB _____ (DO NOT READ LIST)

- (1) high level professional
- (2) mid-level professional
- (3) Manager/foreman
- (4) Sales/proprietor
- (5) white collar worker
- (6) skilled laborer
- (7) Semi or unskilled laborer
- (8) student
- (9) homemaker
- (0) retired

_____ (59) As I read the following list of possible family compositions, would you please tell me which one best describes your household?

- (1) Married with children under 18 years of age
- (2) Married with adult children living at home
- (3) Couple with no children or no children living at home
- (4) Single parent
- (5) Single
- (6) widowed
- (7) divorced
- (8) Other, LIST _____ } DO NOT READ
- (0) Refused/no response } DO NOT READ

____(60) In what decade were you born? (DO NOT READ LIST)

- (1) 1970
- (2) 1960
- (3) 1950
- (4) 1940
- (5) 1930
- (6) 1920
- (7) 1910
- (8) 1900
- (0) refused/no response

____(61) Have you lived in the neighborhood where you do:

- (1) 1 to 3 years
- (2) 3 to 5 years
- (3) 5 to 10 years
- (4) 10 to 20 years, or
- (5) More than 20 years
- (6) not sure/don't know }DO NOT READ
- (0) refused/no response }DO NOT READ

____(62) For statistical purposes, would you please tell us your approximate total family income for 1987? Was it:

- (1) under \$10,000
- (2) \$10,000 to \$15,000
- (3) \$15,000 to \$20,000
- (4) \$20,000 to \$30,000
- (5) \$30,000 to \$40,000
- (6) over \$40,000
- (7) not sure/don't know }DO NOT READ
- (8) refused/no response }DO NOT READ

THAT ENDS OUR INTERVIEW---THANK YOU VERY MUCH

____(63) Was the Interviewee:

- (1) male
- (2) female

____(64) Location (TOWN AND ZIP CODE)

REGIONAL TRANSIT BOARD

Mears Park Centre
230 East Fifth Street, Saint Paul, Minnesota 55101
292-8789

*from 12/5
mly
- not part
of packet*

DATE: November 28, 1988
TO: Administration and Finance Committee
FROM: Cyndie Mayer, Project Administrator *CM EK*
SUBJECT: 1989 Minnesota Rideshare Contract

SUMMARY

The purpose of this memorandum is to recommend the approval of the contract with the Metropolitan Transit Commission (MTC) to provide ridesharing services through Minnesota Rideshare (Mn/RS) for calendar year 1989. A brief analysis of the management/marketing plan and budget is presented.

BACKGROUND

The Regional Transit Board (RTB) is responsible for the establishment and implementation of the ridesharing program in the metropolitan area. The RTB provides policy direction for the rideshare program and contracts with the MTC to provide rideshare services. Since 1977, Mn/RS has offered its services to commuters and their employers in the metropolitan area.

During 1988, the RTB initiated a rideshare evaluation study that was designed to evaluate the delivery of ridesharing services and to determine effective strategies to be implemented in the seven county metropolitan area. Some of these strategies will be implemented through the Mn/RS program in 1989.

DISCUSSION

Management Plan

The role of Mn/RS in regional ridesharing activities has been to increase the level of ridesharing in the Twin Cities metropolitan area by providing promotion and matching services for carpools and vanpools. Mn/RS's ongoing responsibilities can be divided into the following three categories: general management, operations, and marketing communications. More details follow:

- o General management accounts for about 10 percent of the budget and provides support for primary work objectives: distributing ridesharing resource materials and transit information to public and private sector organizations in target corridors; providing direct matching services for the formation and continuation of carpools and vanpools; and implementing marketing communications strategies designed to increase awareness and levels of ridesharing among Twin Cities residents.

- o The operations function of Mn/RS, which represents 59 percent of the total budget, is to provide a variety of ridesharing services and options to promote commuting options. The most apparent service of the program is the computer matching service for vanpools and carpools. The system matches and selects potential carpool or vanpool riders.
- o Mn/RS's marketing communications activities represent 31 percent of the program and budget. Mn/RS has used innovative marketing strategies and techniques to create an image and awareness of ridesharing as a viable commute option.

The RTB's Transit Service Needs Assessment and Implementation and Financial Plan identified the important role ridesharing plays in the metropolitan area. The Twin Cities Regional Rideshare program is an integral part of the regional transportation system that responds to diverse changing travel demands. The Metropolitan Council's new Transportation Policy Plan has directed an even stronger role for ridesharing to play in the future.

The 1989 Mn/RS management plan recognizes the need to maintain the current rideshare program and to begin repositioning the rideshare program in order to implement recommendations from the recent evaluation. A major focus of Mn/RS in 1989 will be to follow-up on many of the ideas that emerged from the recently completed rideshare evaluation. These include implementing the three-tiered management approach recommended by the consultant; promoting ridesharing more aggressively in key, targeted corridors; and greater incentives for persons to rideshare. More explanation follows:

- o In 1989, the regional rideshare program will assume a three-tiered delivery of services:
 - RTB will act as the regional coordinator of all rideshare services. In this role the RTB will provide specifications for the delivery of regional and local carpooling and vanpooling services; ensure adequate funding and legislative support; and provide advocacy for the rideshare program.
 - The regional service provider, Minnesota Rideshare, will provide regional services to local organizations in addition to individuals. Thus, regional marketing, operational assistance and incentives would be refocused toward local and private organizations.
 - Local organizations that are formed will provide services and incentives directly to individual commuters. An example is the I-494 Transportation Management Organization (TMO).
- o Ridesharing efforts will continue to be targeted in specific geographical areas where travel time, cost saving or other benefits are evident. In 1989 these geographical areas will be I-394, I-35W, I-494, I-94 reconstruction, downtown Minneapolis and St. Paul, University of Minnesota, and rural areas without regular route service.

- o In 1989 Mn/RS will identify and test new initiatives in providing incentives for ridesharing and will propose that demonstrations be conducted in specific areas. Examples of new incentives are: a guaranteed ride home for rideshare users; vehicles during the lunch hour for use by rideshare participants; accessible vanpools to serve work trips for the mobility disabled; part-time carpooling for individuals who cannot carpool every day; and special parking areas for people who normally carpool or take the bus on those days when they need to drive alone.

The 1989 management plan includes a study of the Mn/RS computer system to determine what the present system does and determine if there is potential in the present system and to determine the capability of the computer system to meet future needs.

Mn/RS will continue to be an active participant in the Rideshare Advisory Committee. In addition, the RTB views the participation of Minnesota Rideshare in the development of the rideshare element of the Implementation Plan as very important and will continue to work closely with Mn/RS on this.

Budget Analysis

The approved 1988 total budget for Mn/RS was \$651,769, toward which the RTB contributed \$633,512 in state, federal and exurban dollars. The estimated budget for Mn/RS to provide service in calendar year 1989 is \$695,966, a four percent increase from 1988.

The Mn/RS management plan and operating budget include \$50,000 new marketing dollars to provide the initial advertising support to implement some of the new initiatives in providing incentives for ridesharing.

FINDINGS AND CONCLUSION

The following findings and conclusion summarize the RTB staff review of the Mn/RS proposed 1989 management plan and budget.

- o The major focus of Mn/RS in 1989 will be to implement ideas that emerged from the recently completed rideshare evaluation.
- o Strategies recommended in the evaluation study for 1989 include implementing the three-tiered management approach recommended by the consultant; promoting ridesharing more aggressively in key, targeted areas; and creating greater incentives for persons to rideshare.
- o The 1989 management plan includes a study of the Mn/RS computer system to determine what the system does and if there is potential in the present system to meet future needs.

o The Mn/RS 1989 budget contains \$50,000 set aside to implement new incentives for ridesharing that may include:

- guaranteed ride home for rideshare users;
- vehicles provided during lunch hour for rideshare participants;
- accessible vanpools to serve work trips for mobility handicapped;
- part-time carpooling to allow greater flexibility for individuals who cannot carpool every day; and
- special parking areas for people who normally carpool or take the bus on those days when they need to drive alone.

RECOMMENDATION

That the Regional Transit Board authorize the executive director to enter into a contract for calendar year 1989 with the Metropolitan Transit Commission to provide ridesharing services through Minnesota Rideshare in an amount not to exceed \$695,966.

CMAF05/TX2



MEMORANDUM

TO: Finance and Administration Committee

FROM: Bob LaShomb *[Signature]* *[Signature]*

DATE: November 9, 1988

SUBJECT: 1989 Minnesota Rideshare Management Plan

Requested Action:

Approve the Management Plan and authorize the Chief Administrator to negotiate a contract.

Attached is the proposed 1989 Management Plan for Minnesota Rideshare. The plan recognizes both the need to maintain the present Rideshare program and the need to begin the process of repositioning Rideshare to carry out the recommendations of the recent consultant study. In reviewing this plan, please keep in mind that it is intended to meet the following objectives of the Regional Transit Board.

1. To upgrade the role of Minnesota Rideshare as a provider of transportation choices. The RTB's Transit Service Needs Assessment and Implementation and Financial Plan identified the important role ridesharing plays in the Twin Cities metropolitan area. The Metropolitan Council's new Transportation Policy Plan has directed an even stronger role for ridesharing to play in the future. The RTB is currently examining how the new policy plan and the results of the rideshare evaluation will be addressed in the new Implementation Plan. The 1989 rideshare focus will be on steps to support the significant role ridesharing currently plays to enhance this role to meet the direction outlined in these plans.
2. To ultimately implement a three tiered approach to the provision of Rideshare Services. Work will be done in 1989 to further refine the responsibility and assistance appropriately provided by the different levels. The nature of support of both the RTB and Minnesota Rideshare will be more clearly defined. The important role TMO's can play in supporting and promoting ridesharing will be addressed, along with what services they should provide and how they should interact with other agencies. The I-494 TMO will be one of the major focuses of this effort, but the formation of TMOs in other areas will also be addressed.
Mechanisms to more actively involve local communities and private businesses will also be identified and implemented.
3. To continue to target ridesharing efforts more heavily on specific geographical areas where travel time incentives, cost saving incentives, or some other incentives or benefits are evident. In 1989 these geographical areas will be:
 - I-394 - expansion of the sane lane and the opening of the Third Avenue Distributor (TAD) garages with low cost parking for rideshare vehicles.
 - I-35W and coordination with the I-35W TDM program, which is currently being developed.

- I-494 and coordination with Improve-494 and other activities resulting from the I-494 Corridor Study.
 - I-94 and coordination with the reconstruction activities scheduled in downtown St. Paul and the Lowry Hill Tunnel.
 - Identifying opportunities to use carpooling and vanpooling to serve reverse commute trips and implement potential demonstration programs.
 - Downtown St. Paul and Downtown Minneapolis.
 - University of Minnesota.
 - Rural areas or other areas without regular route service.
4. To identify and test new initiatives in providing incentives for ridesharing. Demonstrations may be conducted in specific areas on some of these. Ideas to be considered in 1989 include:
- Providing a guaranteed ride home for rideshare users modeled after the program implemented in Seattle.
 - Providing vehicles during the lunch hour for use by rideshare participants modeled after programs in use in California.
 - "Instant" or informal carpools modeled after the experiences in Washington, D.C., (the Springfield experience) and the Golden Gate Bridge.
 - Accessible vanpools to serve work trips for the mobility handicapped.
 - Use of microcomputers and/or cable television to match rides.
 - Part-time carpooling to allow greater flexibility for individuals who cannot carpool every day.
 - Special parking areas for people who normally carpool or take the bus for those days when they need to drive alone.
 - Telemarketing to promote carpool matches.
5. To continue Minnesota Rideshare's participation in the RAC. In addition, the RTB views the participation of Minnesota Rideshare in the development of the rideshare element of the Implementation Plan as very important, and will continue to work closely with Minnesota Rideshare on this.

The Management Plan includes \$50,000 new marketing dollars to provide the initial advertising support to transition Minnesota Rideshare. The plan also includes a study of the Rideshare computer system to determine (1) what the present system does; (2) determine if there is potential in the present system to do it; and (3) to determine the capability of the computer system to meet future needs.

The Regional Transit Board staff has reviewed this management plan. Commission approval for the plan is requested, as well as authorization to negotiate the 1989 Rideshare contract.

REL:vjs

Att.

1989 Minnesota Rideshare Program

In calendar year (CY) 1989, Minnesota Rideshare (MNRS) will be the regional rideshare service provider in the Twin Cities Metropolitan Area through a contract between the Regional Transit Board (RTB) and the Metropolitan Transit Commission (MTC). The basis for this contract between the RTB and MTC is the management and marketing plan and the accompanying budget as follows:

MNRS 1989 MISSION STATEMENT

MNRS will provide regional rideshare services to organizations, agencies, employers, communities and commuters in the Twin Cities Metro Area to continue to:

- o Help control peak hour traffic congestion and keep travel time at minimum on the commute trip.
- o Help protect land resources in this area by containing the need for parking and roadway expansion.
- o Assist in managing traffic disruption from construction and rehabilitation in major highway corridors.
- o Help control the cost of the commute trip to the commuter, employer and community.
- o Support commuter transportation policies, planning and directions of public and private transportation agencies and organizations which advocate ridesharing.

1989 Management Plan

To do this MNRS will:

1. Better integrate ridesharing with all other transit to provide attractive alternatives to single occupant vehicle (SOV) travel, especially, during peak hour commute times, through:
 - o Marketing and Information (see Marketing Plan attached).
 - o Focusing resource and activity on freeway corridors I-394, I-494, I-94, I-35W where high occupancy vehicle (HOV) lanes, preferential access, ramp metering by-pass lanes, etc. are considered and planned.
 - o Targeting services to CBD's (central business districts) emerging TMO (transportation management organizations) and communities where specific attention and resource is given to rideshare strategies for pool parking, vanpool arrangements, flex time, etc.
2. Expand MNRS's role in providing technical assistance (TA) to employers, groups of employers and developers (TMO's), communities and public agencies through:
 - o Promoting and providing training for Employee Transportation Coordination (ETC).
 - o Coordinating incentives, subsidies and/or grants available to encourage or manage ridesharing. (e.g., I-394 TAD Parking.)
3. Pursue rideshare market development by designing, implementing and monitoring demonstration projects:
 - o Guaranteed Ride Home - for poolers at work.
 - o Reverse Commute Options; i.e., Vanpools and Carpools.
 - o Exurban pools classified in local publications.
 - o Park and Ride Promotion in non-traditional application - e.g., day care center locations.

4. Critically review MNRS's computer and telephone operations to assess the need for change in hard and/or software systems and the capital required to assure the most effective efficient operations.
5. Maintain the present MNRS computer matching and employer outreach services through 1989.

KL/crf/3466
10/31/88

Minnesota Rideshare

1989 Marketing and Information Plan

1. Minnesota Rideshare/MTC In-house Marketing Charge:

Public Relations and Special Events

Quarterly newsletter and annual report

Public Service Announcements (PSA - video)

News Release

Classifieds Demonstration

Market Evaluations - i.e., surveys, focus group, etc.

2. Carmichael Lynch Ad Agency Charge:

Create a campaign that transitions Minnesota Rideshare to "regional rideshare service provider."

Design image, media and materials compatible with above campaign that speaks to Twin Cities Metro Area specifically and integrates rideshare with other transit options.

Produce advertising to include radio spot and time purchase, newspaper ads, direct marketing to targeted employers and communities or organizations. Highway signs and billboards on key corridors.

3. Colle McVoy Ad Agency Charge:

Design and produce Minnesota Rideshare materials as needed for I-394/Hwy. 12, specifically TAD Parking in 1989.

MINNESOTA RIDESHARE
BUDGET NARRATIVE FOR CALENDAR YEAR 1989
(See Attachment "C")
Page 1 of 2

Operating Expenses

501 Labor

03 Administration (1010) (@4% over 1988 budget	\$183,127.00
502 Fringe (1055) (@45% of labor	82,407.00
	<u>\$265,524.00</u>

Eight full time positions as follows:

Manager (1)

- Program management.
- Program liason with public and private agencies.
- Develop and supervise management, marketing and operations plans.
- Evaluate staff and program.

Marketing Representative (3)

- Plan, coordinate and implement marketing activities for program.
- Design and conduct market research and evaluation.
- Identify and develop rideshare market(s) in target areas.
- Provide technical assistance in target areas.
- Coordinate marketing with operations.

Rideshare Coordinator (1)

- Lead staff person for computer operations.
- Liason to MTC Data Processing Department.
- Coordinate operations with marketing.

Rideshare Assistant (2)

- Primary consumer contact for program.
- Parking and pool registration.
- Computer operations.

Rideshare Secretary (1)

- Program secretarial functions.
- Consumer contact.

503 Services

02 Advertising Fees (@17.65% of reimbursables	\$42,007.00
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Subcontract to Carmichael Lynch Advertising.

Agency - Fee to cover agency time as in two previous contracts. This is the third year of a three year contract renewable yearly (see marketing mix).

MINNESOTA RIDESHARE
Budget Narrative for C.Y. 1989
Page 2 of 2

504 Materials and Supplies

99 Other Supplies (1195) \$47,098.00

\$40,000.00 of this line item covers paper, printing, reprints of brochures computer paper, posters newsletter, and promotional materials generated in house.

\$7,098.00 of this line item are carry-over funds from the UMPTA-4i grant for I-394 marketing and will be used for promotional materials and supplies related to I-394 corridor ridesharing activity.

509 Miscellaneous

02 Non-local Travel (1135) \$2,700.00

This line item provides for Minnesota Rideshare attendance to the annual Transportation Research Board (TRB) meeting and the Association of Commuter Transportation (ACT) annual conference.

08 Advertising (1090) \$248,000.00

This line item includes \$10,000.00 of UMPTA-4i carry-over funds of the I-394 rideshare marketing project in the Colle & McVoy contract. The remainder of funds in this line item represent the reimbursables portion of the subcontract with Carmichael Lynch Advertising Agency for media advertising and direct marketing. There is a \$50,000.00 increase in this line from 1988 proposed to cover positioning Minnesota Rideshare as a regional rideshare provider per the Draft of Rideshare Evaluation Study (see marketing mix).

21 Mileage \$210.00

To cover staff mileage and/or parking and local miscellaneous meeting charges.

26 Postage \$6,240.00

To cover large mailings outside of MTC allocated postage, e.g., newsletter, direct mail campaigns, Annual Report.

27 Local Seminars (1135) \$2,440.00

In service training for eight staff positions at \$270.00 per/person plus \$40.00 per/person for seven staff excluding manager for recognition per MTC budget.

510 Allocated Costs @4% increase over 1988 \$98,835.00

This line item includes all indirect costs and systems used by the program at the MTC. Includes computer operations, space utilities, services, etc.

**MINNESOTA RIDESHARE
BUDGET**

Page 1 of 2
1989

Operating Expenses		<u>1988</u>	<u>1989</u>
501 -	Labor		
01	Drivers (1020)		
02	Maintenance (1030)		
03	Administrative (1010) @4%	176,084	183,127
04	Clerical (1035)	2,320	
	TOTAL:	178,404	183,127
502 -	Fringe Benefits (1055) @4.5%		
	TOTAL:	80,634	82,407
503 -	Services		
01	Management Services Fee (1085)		
02	Advertising (1090) Fees @ 17.65% of Reimbursables	56,200	42,007
03	Professional/Technical Services (1230)		
04	Temporary Help (1035)		
05	Contract Maintenance (1185)		
06	Custodial (1140)		
07	Security (1105)		
99	Miscellaneous (1135) (Specify)		
	TOTAL:	56,200	42,007
504 -	Materials & Supplies		
01	Fuel and Lubricants (1170)		
02	Tires and Tubes (1190)		
03	Bus Parts (1180)		
99	Other Supplies (1195) (Specify Printing, etc)	42,343	47,098
	TOTAL:	42,343	47,098
505 -	Utilities (1130) (Phone)		
	TOTAL:		
506 -	Casualty-Liability		
01	Prem. Physical Damage (1280)		
02	Recovery Physical Damage (1280)		
03	Prem. P/L & P/D (1280)		
04	Payout Unins. Plpd. (1280)		
05	Provis. Unins. Plpd. (1280)		
08	Prem. Other (specify) (1280)		
	TOTAL:		
508 -	Purchased Service (1230)		
	TOTAL:		

MEMORY 02

Page 2 of 2

Budget 1989 - Minnesota Ridshare

509 -	Miscellaneous		
02	Nonlocal Travel (1135) TRB & ACT	2,704	2,700
07	Bad Debt		
08	Advertising (1090)	188,000	248,000
21	Mileage/Parking/Meetings	210	210
26	Postage	6,240	6,240
27	Local Seminars (1135) Trg 8x270 + Recognition 7x40	2,000	2,440
99	Other (1135 (specify)		
	TOTAL:	199,154	259,590
510	Allocated Costs (1030)		
	(1135) @4%	95,034	98,835
	TOTAL:	95,034	98,835
512	Lease Rentals		
03	Pass. Park Facil.		
05	Service Vehicles		
06	Oper. Stations		
07	Garages (1246)		
09	Radio Center (1120)		
10	Data Processing Facil.		
12	Gen. Admin. Facil. (1120)		
	TOTAL:		
TOTAL OPERATING EXPENDITURES (1426)		651,769	713,064
Revenues			
4i grant (carryover)		18,257	17,098
RTB		633,512	695,966
TOTAL REVENUES (1505)		651,769	713,064

+61,295