



## **Request for City Council Committee Action From the Department of Public Works**

**Date:** April 3, 2007  
**To:** Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee  
**Referral to:** Honorable Paul Ostrow, Chair Ways & Means Budget Committee

**Subject: Non-Motorized Transportation Pilot Program (NTP)  
Direct Awards and Ambassador Program**

### **Recommendation:**

- a. Authorize City officials to accept two NTP direct award federal grants (\$150,000 Citywide Pedestrian Master Plan, S.P. 141-091-02 and \$200,000 Citywide Bicycle Parking, S.P. 141-091-01)
- b. Authorize City officials to accept the Blue Cross Blue Shield grant for \$75,000 to be used for the Citywide Pedestrian Master Plan
- c. Authorize City officials to enter into respective agreements with MnDOT State Aid and/or Blue Cross Blue Shield as needed to obtain such grant awards
- d. Passage of the accompanying resolution increasing the Public Works – Transportation Agency appropriation in the Permanent Improvement Projects Fund
  - (0300-943-9480) by \$350,000 and increase the revenue source (0300-943-9480 – Source 3210) by \$350,000.
  - (0600-943-9480) by \$75,000 and increase the revenue source (0600-943-9480 – Source 3720) by \$75,000.
- e. Authorize Public Works to develop and issue an RFP for a consultant to assist on the Citywide Pedestrian Master Plan pending PRC approval
- f. Authorize Public Works to submit a proposal for the NTP Bicycle and Pedestrian Ambassador Program
- g. Authorize Public Works and Human Resources to hire the appropriate grant funded positions if the City is selected and approved for the Ambassador Program

### **Previous Directives:**

March 9, 2007 City Council – Approved the city's ranking criteria for NTP applications  
February 13, 2007 T&PW Receive & File – Project Status Update  
January 26, 2007 City Council – Authorized Amendment #1 to grant agreements  
August 4, 2006 City Council – Authorized original grant agreements and appropriations  
April 18, 2006 T&PW Receive & File – Project Status Update

**Prepared by:** Donald Pflaum, P.E., Transportation Planner, 673-2129  
Anna Flintoft, Transportation Planner, 673-3885  
Jon Wertjes, P.E., PTOE, Director of Traffic and Parking Services

**Approved by:**

\_\_\_\_\_  
Steven Kotke, P.E., City Engineer - Director of Public Works

**Presenters:** Jon Wertjes, Anna Flintoft, and Donald Pflaum

Permanent Review Committee (PRC)	Approval _____	Not applicable <u>X</u>
Policy review Group (PRG)	Approval _____	Not applicable <u>X</u>

**Financial Impact** (Check those that apply)

- No financial impact - or - Action is within current department budget (If checked, go directly to Background/Supporting Information)
- Action requires an appropriation increase to the Capital Budget
- Action requires an appropriation increase to the Operating Budget
- Action provides increased revenue for appropriation increase
- Action requires use of contingency or reserves
- Business Plan: X Action is within the plan.  Action requires a change to plan.
- Other financial impact (Explain):
- Request provided to department's Finance Dept. contact when provided to the Committee Coordinator

**Community Impact**

- Neighborhood Notification: Not Applicable
- City Goals: Satisfies multi-modal transportation goals
- Comprehensive Plan: Not Applicable
- Zoning Code: Not Applicable

**NTP Direct Grant Awards – Pedestrian Plan and Bicycle Parking**

On February 5, 2007 Transit for Livable Communities (TLC) notified the City (see Attachment A) regarding two direct NTP grant awards for a pedestrian plan and bicycle parking. Likewise on February 26, 2007, Blue Cross Blue Shield notified the City about a pedestrian plan grant (see Attachment B).

Public Works has met with TLC, MnDOT, and Blue Cross Blue Shield about these grant awards. Public Works seeks authorization to accept the grants and enter into the appropriate agreements with MnDOT State Aid and Blue Cross Blue Shield.

To move forward the effort on the citywide pedestrian plan, Public Works seeks authorization to develop and issue an RFP for a consultant that will prepare the plan. Public Works will gain PRC approval of the draft RFP prior to its release.

**RFP for Bicycle and Pedestrian Ambassador Program**

Background

TLC is using a number of different strategies to implement the NTP program. Those include: direct grants, soliciting applications for planning, operations, and infrastructure grants, and

overseeing an education and promotional effort. The educational and promotional effort includes the Bicycle and Pedestrian Ambassador Program. TLC has issued an RFP and applications are due April 17, 2007 and detailed info is located at [www.tlcmnnesota.org](http://www.tlcmnnesota.org). TLC expects to make their RFP selection on May 8, 2007.

TLC is seeking an eligible public agency to administer a Bicycle and Pedestrian Ambassador Program for a period of 12 months. The amount of money available for this effort shall not exceed \$285,000 for the first year of the program. TLC will consider extending the agreement for a second year and possibly a third year if the program is successful.

This program will be a grassroots effort to promote bicycling and walking as modes of transportation and to encourage safety. The geographic focus of the effort will be the City of Minneapolis, 14 adjoining municipalities and two adjoining jurisdictions.

The concept of the Ambassador Program is partially modeled on successful programs in Chicago and Toronto. The Chicago program includes several full time and numerous part-time staff who implement an outreach and educational program focused only for bicycling ([www.bicyclingambassadors.org](http://www.bicyclingambassadors.org)). The Chicago Ambassadors attend events year round, especially between May and September, to talk to Chicago residents about bicycling. Ambassador events include outreach at music festivals in Grant Park, neighborhood health fairs, block parties, and farmers markets. Ambassadors also give bicycle safety demonstrations at day camps, libraries, and schools, as well as bike-to-work presentations for area businesses.

The Toronto program includes educational and promotional campaigns about cycling. One of the goals of Toronto's bicycling program is to double the number of bicycle trips made in the City of Toronto, as a percentage of total trips, by 2011. The Toronto Ambassadors are a tool to help accomplish this goal. The Ambassadors spearhead the Bicycle Friendly Business Awards, Bike Week (annual celebration of the City of Toronto's bicycle culture), the Bicycle User Group Network (encourages cyclists at workplaces, in neighborhoods, and schools), and CAN-BIKE (cycling courses for young cyclists and adults that will boost skills, safety, and cycling pleasure). The Ambassadors deliver information on cycling safety at community events and through safety seminars. They also collect information through surveys and bike counts as part of the evaluation process for the Toronto Bike Plan.

#### Program Requirements

TLC is requesting that proposers describe a plan that will implement the general program requirements listed below. In addition to these general program requirements, additional program objectives and tasks may be proposed - proposers are encouraged to be innovative and creative.

1. A focus on increasing rates of bicycling and walking, improving safety, and educating motorists about obeying traffic laws.
2. A focus on all trips including trips to shopping, work, school, errands, transit stops, and other destinations.
3. A commitment to training the staff who will work on this program about: bicycling, pedestrian issues, safety, transit use (because of walking or bicycling to transit), public speaking, media, working with a diverse constituency, and other topics.
4. Targeted workshops, presentations, and outreach activities, including development of materials to encourage specific groups of adults and youth – to walk and bicycle safely and more frequently and to new destinations.

5. A commitment to staffing the Ambassador program with people who will be effective within communities composed of people with diverse ages and ethnic backgrounds.
6. Development of a program that will involve both adult and youth ambassadors. The youth ambassadors will focus on providing information to teenagers in junior and high schools and at youth events and activities.
7. A commitment to forming partnerships with non-profit organizations, community organizations, businesses, and other community institutions to leverage resources and increase the program's impact.
8. Participation in kick-off events for NTP funded infrastructure projects (installation of trail segments, bike racks, new lighting, etc.) and other events (Bike Expo, Commuter Challenge, etc), without duplicating existing efforts.
9. Even though the geographic focus of the project includes Minneapolis, 14 adjoining communities and two adjoining jurisdictions, TLC strongly suggests that the outreach office of the Ambassador Program be physically located within the City of Minneapolis. This would ensure that the program staff can access destinations in the eligible NTP communities and jurisdictions easily on public transit (combined with walking) and bicycle as much as possible.
10. The program proposer must use the program logo and other materials developed for the NTP program by TLC.
11. Describe the methodology that will be used to track and access the activities and impact of the Ambassador Program.
12. At month nine of the program, prepare a brief report on the program activities and outcomes. The report should also include a proposal on how the Ambassador Program would be continued for two subsequent years including proposed activities and budget.

#### City of Minneapolis Proposal and Positions

Public Works has worked with Human Resources to identify classified positions that could fulfill the potential needs for the Ambassador Program. The four positions that we believe are the best fit for this program are: Project Coordinator (grade 9), Program Assistant (grade 7), Program Aide II (grade 6) and Program Aide I (grade 5). Public Works will be putting forth a combination of some or all of these positions to effectively respond to the RFP.

Public Works is concerned, and we have shared this concern with TLC, about the longevity of the program and our ability to hire any full-time granted funded positions for only one-year. Public Works has requested that TLC further explore this RFP provisions and give us some guidance regarding this one-year provision.

Therefore, Public Works seeks authorization to submit a proposal for the NTP Bicycle and Pedestrian Ambassador Program and to hire the appropriate grant funded positions if the City is selected and approved for the Ambassador Program.

Cc: Mayor and City Council Members  
Brenda Shepard, Human Resources

#### Attachments:

- A – TLC letter to Mayor Rybak and President Johnson dated February 5, 2007
- B – Blue Cross Blue Shield letter dated February 27, 2007

Resolution \_\_\_\_\_

**Amending The 2007 Capital Improvement Appropriation Resolution**

Resolved by The City Council of The City of Minneapolis:

That the above-entitled resolution, as amended, be further amended by increasing the PW –  
Transportation Capitol Agency in the Permanent Improvement Projects Fund

- (0300-943-9480) by \$350,000 and increase the revenue source (0300-943-9480 – Source 3210) by \$350,000.
- (0600-943-9480) by \$75,000 and increase the revenue source (0600-943-9480 – Source 3720) by \$75,000.