



Request for City Council Committee Action from the Department of Communications & Department of Regulatory Services

Date: May 7, 2009

To: Council Vice President Robert Lilligren, Chair – Committee of the Whole

Subject: Minneapolis Economic Recovery Strategy - Transportation Electrification Grant

Recommendation: Authorize Proper City Officers to submit a letter of support to the University of Minnesota for their Transportation Electrification Grant Application under the American Recovery and Reinvestment Act.

Previous Directives: None

Department Information

Prepared by: Daniel Huff (673-5863)

Approved by:

Rocco Forté, Assistant City Coordinator for Emergency Preparedness & Regulatory Services

Sara Dietrich, Director of Communications

Presenters in Committee: Daniel Huff

Reviews

- Permanent Review Committee (PRC): Approval ___ Date _____
- Civil Rights Approval Approval ___ Date _____
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- Action is within the Business Plan
- Action requires a change to the Business Plan
- Other financial impact

Community Impact

- Neighborhood Notification
- City Goals

- Comprehensive Plan
- Zoning Code
- Other

Supporting Information

The Department of Communications and the Department of Regulatory Services are requesting approval of the attached letter to the University of Minnesota, signaling the City of Minneapolis' partnership in their Transportation Electrification Grant application under the American Recovery and Reinvestment Act.

May 8, 2009

Laurie McGinnis
Associate Director
Center for Transportation Studies
University of Minnesota
200 Transportation & Safety Building
511 Washington Ave SE
Minneapolis, MN 55455

Subject: U.S. Department of Energy Funding Opportunity DE-FOA-0000028, Area of Interest
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Dear Ms. McGinnis

This letter is provided to the Center for Transportation Studies of the University of Minnesota (the Center) to communicate the support of the City of Minneapolis for the Center's application in response to the U.S. Department of Energy Funding Opportunity referenced above. The City of Minneapolis commits to work in good faith as a supporting partner with the Center and commits to provide in-kind services valued at an estimated \$29,430 over the three (3) years of the project.

We look forward to the opportunity to collaborate with the Center, its partners and the DOE on this promising initiative to accelerate transportation electrification within Minneapolis.

Sincerely,

R.T. Rybak

Mayor

Barbara Johnson

Council President

In-kind match support for

U.S. Department of Energy Funding Opportunity DE-FOA-0000028 Area of Interest 4

The University of Minnesota Center for Transportation Studies in partnership with the Neighborhood Energy Connection (HourCar), Dunwoody College of Technology, Minnesota State University at Mankato, Fresh Energy, and the city of Saint Paul, is applying for US Department of Energy (DOE) funding for Education and Outreach. If awarded these funds will be used for the following:

- Center for Transportation Studies will organize and host a series of academic and professional conferences and a career fair on transportation electrification.
- Minnesota State University at Mankato and Dunwoody College of Technology will develop undergraduate and technical school curricula to prepare engineering and automotive tech students to work with advanced electric drive vehicles.
- Neighborhood Energy Connection will coordinate a Twin Cities media marketing campaign on available plug-in vehicle infrastructure.
- Fresh Energy will spearhead a regional education campaign geared toward consumers of EVs.
- The city of Saint Paul will conduct public outreach and train its fleet staff on maintenance of advanced electric drive vehicles.

The US DOE requires a 20% match for grant. The City of Minneapolis Communications Department, BIS and Regulatory Services Department will contribute in-kind matching services to the Twin Cities media marketing campaign. By partnering in the grant, the City will dramatically increase its return on its staff investment.

In-Kind support services	Estimated Staff Costs	Description	Department
Press Releases and Press Conferences	\$2,515.50	69 staff hours	Communications
City Website development, posting and updating	\$1,075.00	30 staff hours	Communications
City website maintenance, uploading, support	\$5,000.00	50 staff hours	BIS
Graphics Design and Consultation	\$3,900.00	60 staff hours	Communications
Cable video content development, filming, editing	\$3,120.00	36 staff hours	Communications
City cable air time equivalent	\$11,835.00	270 minutes air time, estimated audience of 5,814	Communications
Project coordination and administration	\$1,985.00	50 staff hours	Regulatory Services
Total City of Minneapolis in-kind Match	\$29,430.50		

