

Project Title: Bicycle Education & Outreach to Encourage Mode Shift & Reduce VMT

Applicant: The Bicycle Alliance of Minnesota

Project Locations: Multiple sites in the 7-county Metro, with most sites in planning areas defined as *Urban Center* or *Urban*.

Requested Award Amount: \$800,000 Total Project Cost: \$1,000,000

Project Description & Benefits

In response to the Met Council's Imagine 2050 goals and attendant Transportation Policy Plan objectives, BikeMN is proposing a suite of community-based travel demand management interventions. The proposed programs and initiatives have been developed for and with our neighbors and community partners specifically to leverage our region's dynamic and rich active transportation culture. They are:

1. **Adult Learn to Ride (ALTR).** The ALTR program is a three class series that gives new bicycle riders the confidence to safely use and enjoy a bicycle; developed over the last five years in cooperation with community partners, this program boasts demonstrated success in connecting new communities—especially non-native English speakers, women/femme, and people of color—to our region's bicycling potential and resources.
2. **Employee Commuter Assistant Program (ECAP).** Designed with support from the Met Council and input from regional businesses, ECAP partners with employers to provide free ebikes for their employees to use. While ECAP targets workday commutes to reduce VMT, we've observed that access to free ebikes and basic ebike education initiates meaningful behavior change around travel demand management, especially when it comes to 3-5 mile trips.
3. **The MN Cargo Bike Library (MCBL).** Originally conceived as a modest, neighborhood-based initiative in partnership with the Lyndale Neighborhood Association, the MCBL is a chance for library patrons to try this unique form of micromobility before buying a new or used e-cargo bike. The MCBL has grown rapidly since its inception in 2025, expanding from one to five sites around the state in just one year. e-Cargo bikes are an important mode to nurture car-free or car-lite household conversion.
4. **Municipal Policy/GIS Analysis.** We want to make our outreach and education programs useful and legible to the Met Council and other municipal partners. In order to do that, we need to attract a skilled contract employee who will use data sets and industry-standard tools to translate our organization's experiences in the region into actionable data and commonsense policy recommendations. Our policy recommendations will be helpful to all municipalities working to serve households in EJC census tracts and safely incorporate ebikes into their communities.

These programs will make bicycling, walking and rolling in our region more equitable and inclusive, increase healthy and safe transportation options, support dynamic employers and resilient neighborhoods, and meaningfully contribute to our region leading on addressing climate change by reducing emissions from transportation, which is the region's single highest source of greenhouse gases, and a contributing source of surface-level particulates affecting air quality.



PROJECT SUMMARY

Project Name: Regional Carshare Adoption: increasing use through strategic marketing and engagement

Applicant: HOURCAR

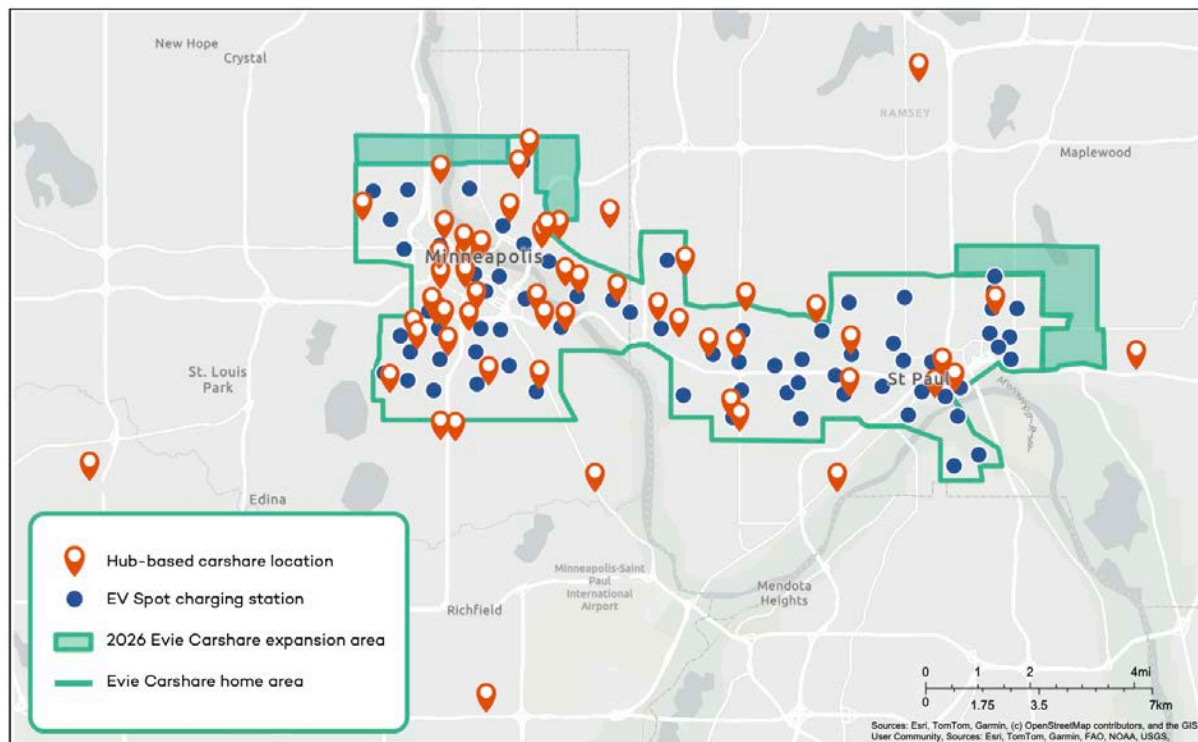
Project Location: Hennepin, Ramsey

Requested Amount: \$750,000 Total Project Cost: \$937,500

Brief Project Description

Building on the success of regional carshare to date, we propose a community-centered marketing and engagement initiative to influence long-term individual travel behaviors to accelerate adoption of local carsharing across the region by helping people learn how they can use carshare to make important trips without having to own a car. This project will build awareness, expand access, and drive sustained behavior change by combining strategic communications, culturally responsive outreach, and digital tools. As a result of this project, we expect to see 1) an increased number of active carshare users 2) an increased number and share of trips taken using transit, carpools, bicycling, and walking. Both outcomes will result in VMT reductions, emission reductions, and increased access by historically under-represented populations. To date, key investments have been focused on the infrastructure of carsharing, and now we can expand from investing in car leases and the technology to run the system, to build overall community awareness of this program, setting the foundation for future regional carsharing expansion efforts.

HOURCAR and Evie Carshare Locations



Welcome to the City: New Employee Mode

Shift Program

2026 Regional Solicitation



Project description

The proposed program is designed to encourage new City of Minneapolis employees to non –single occupancy vehicle (SOV) travel for commuting and everyday trips. The program would support employees during their transition into a new job through resources and incentives that make it easier to choose transit, biking, walking, shared micromobility, and car sharing. The long-term goals are to strengthen a workplace culture where sustainable commuting feels expected and aligned with City values, and to support lasting shifts away from single-occupancy vehicle trips.

Project outcomes

- Expect to reach ~900 new employees during two-year pilot.
- Encourage and support mode shift for commuting and other trips.
- Build and improve organization's travel behavior norms.
- Establish approach that may inform future TDM efforts and collaboration with other employers.

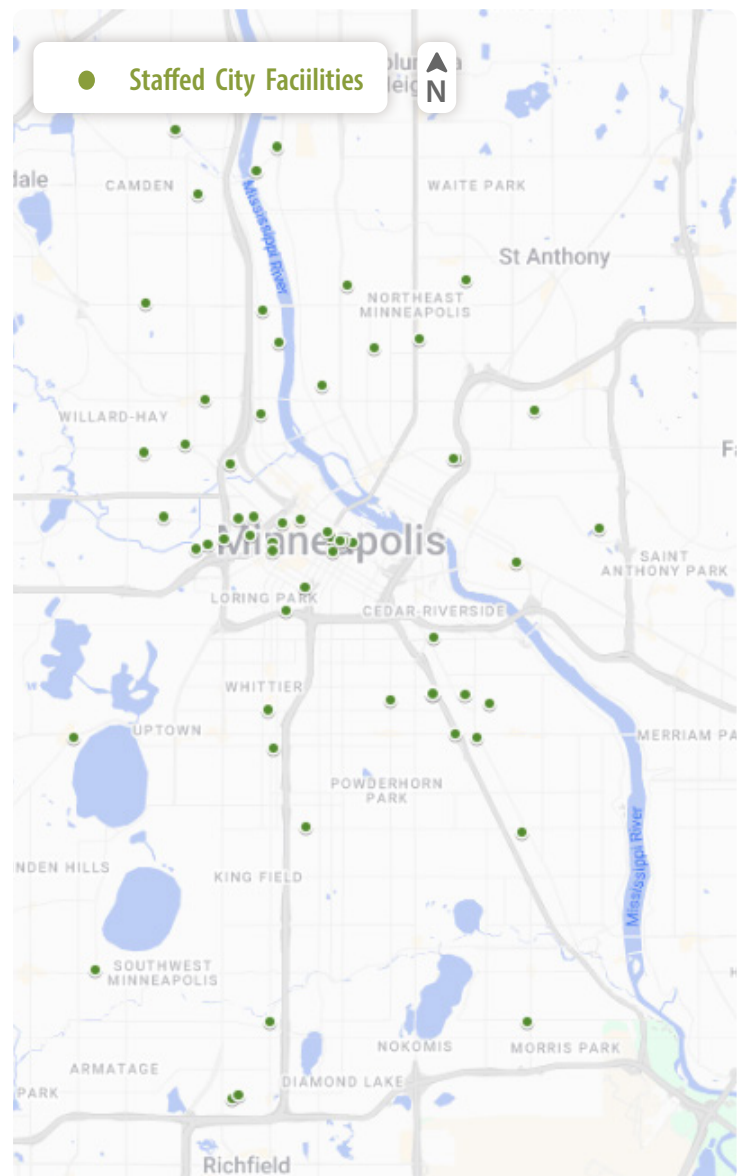
Requested award amount

\$240,000.00

Total project cost

\$300,000.00

City work facilities: Map shows all of the City's staffed facilities (60). Future new employees will report to these locations as well as field sites citywide.



Existing conditions: New Employee Orientation

TRAVEL DEMAND MANAGEMENT



TDM OVERVIEW

The MVTA Transit Connections & Mobility Program advances regional Transportation Demand Management (TDM) goals by increasing awareness, access, and use of transit and multimodal transportation options across Dakota and Scott Counties. Through targeted outreach, travel training, stakeholder partnerships, and data-driven planning, the program helps reduce transportation barriers, improve mobility for priority populations, strengthen first and last mile connections, and support reductions in congestion, vehicle miles traveled (VMT), and emissions.

DAKOTA COUNTY TRANSIT CONNECTION SPECIALIST

- Provides travel training, mobility education, and trip planning assistance.
- Conducts outreach to older adults, individuals with disabilities, youth, workforce populations, and underserved communities.
- Builds partnerships and gathers community feedback to improve transportation access and mobility connections.

SCOTT COUNTY TRANSIT CONNECTION SPECIALIST

- Leads mobility outreach, travel training, and education on transit and microtransit services.
- Works with community partners to address transportation barriers and improve first-/last-mile connectivity.
- Supports stakeholder engagement and TDM strategies that encourage alternatives to driving alone.

MOBILITY DATA & TECHNOLOGY COORDINATOR

- Collects and analyzes data to measure program performance and mobility outcomes.
- Develops reporting tools, dashboards, and mapping resources to support planning and decision-making.
- Manages technology and evaluation efforts that enhance customer engagement, transportation equity, and service effectiveness.

BUDGET OVERVIEW

Total Budget: \$750,000

Federal: \$600,000

Local Match: \$150,000



Growing Evie Carshare

Equitable Access to Zero-Emission Transportation

City of Saint Paul, Department of Public Works

PROJECT DESCRIPTION

Evie Carshare launched in 2022 as the region’s publicly owned, 100% renewably powered, free-floating EV carshare network. This model was the first and only of it’s kind in the United States. The program has grown rapidly, recently surpassing 500,000 trips and almost 5,000,000 miles. Vehicles are used on average 2.5 times per day, confirming that demand now exceeds supply. The program’s success highlights two needs: more vehicles, and more of the Twin Cities covered by the service area. This application would fund 12 additional vehicles and associated insurance coverage.

PROJECT DETAILS

12 EV Vehicles

to be added to Evie Carshare fleet, includes insurance for three year lease term and associated hardware

\$750,000

federal request

\$187,500

local match

Vehicles will contribute to:



Increased vehicle density

Small service area expansion(s)



PROJECT BENEFITS

- 630,000 SOV VMT reduced annually
- Micro-expansions to Justice40 neighborhoods
- 100% renewable energy powered
- Demonstrated transportation savings for users
- Roughly 150 new Evie Carshare users
- Co-designed with and by community members

