HourCar

TDM HOURCAR - Regional Carshare Adoption: increasing use through strategic marketing and engagement

Regional Solicitation - Transit and TDM Projects

ID: R-2026-04990

Brigid Freed

Requested: $750,000

Status Initial Review

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What application category are you applying for.*

Travel Demand Management

General Information

Organization Name: HourCar

▼ Organization Information

Organization Name	HourCar
Legal Name	HourCar
Street Address	1830 University Ave W
Street Address 2	
City	St Paul
County	Hennepin
State	Minnesota

Country	United States of America
ZIP Code	55104

▼ Contact Information

Contact	Full Name	Email	Phone
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Developer 2			

▼ Project Information

Project Name*	TDM HOURCAR - Regional Carshare Adoption: increasing use through strategic marketing and engagement
Select Primary county where project is located*	Hennepin
Cities or Townships where the Project is located*	Bloomington, Brooklyn Center, Brooklyn Park, Crystal, Edina, Falcon Heights, Golden Valley, Hopkins, Little Canada, Maplewood, Minneapolis, Oakdale, Richfield, Robbinsdale, Roseville, St. Louis Park, St. Paul, Woodbury
Jurisdictional Agency (if different than applicant):	

Brief project description. Include location, road name, type of improvement, etc. Limit of 400 words*

In 2022, the region launched an ambitious free-float carshare service with shared electric vehicles (EVs) that people can pick up and drop off on the street across 35 square miles. Regional Solicitation funds supported this launch and subsequent expansions. Other funds supported the regional expansion of hub-based (return to where you started) carshare. By the end of 2026, residents will have access to more than 260 shared vehicles, a pick-up and drop-off area of 40 square miles, and 60 hubs.

The combined free-float + hub-based system is highly successful. Since 2022, residents have used the system to make 600,000 trips and save $76 million. The system will continue to add cars, hubs, and service area, and can provide mobility and financial benefits to more people. Yet many people don’t know about the system, or that it is open to them; and the system can look intimidating or not relevant to prospective users.

To help more people enjoy these benefits, we propose community-centered marketing and engagement to accelerate carshare use. This project will significantly increase awareness, understanding, and use by adding new engagement methods for users to learn about, access, and use carsharing services.

The project will have three parts:

1. Digital marketing, including geo-targeted outreach. HOURCAR will take advantage of the Google Ad Grant program for non-profits, leveraging up to $10,000 per month in in-kind advertising to reach new audiences efficiently. Educational webinars and short-form videos will provide accessible, on-demand guidance for prospective and new members.

2. Earned media through outreach to local news outlets, with an emphasis on culturally specific media to ensure inclusive storytelling and engagement. We will build on previously successful traditional marketing, such as transit advertising and outreach events.

3. Peer-to-peer outreach. HOURCAR will build on its vibrant “super-user” community; members who use the service frequently and have agreed to serve as ambassadors. By fostering peer-to-peer connection and storytelling, we will strengthen trust in carsharing. This approach will create authentic, community-driven

momentum that normalizes carsharing as a smart, everyday transportation choice.

As a result, we project 1) an increased number of active carshare users 2) an increased number and share of trips taken using transit, carpools, bicycling, and walking. Both will result in VMT reductions, emission reductions, and increased access to critical destinations by all kinds of people, including by historically under-represented populations.

Transportation Improvement Program (TIP) Description*

CMAQ: Carsharing, Alternative Fuels and Vehicles

Lead Agency*	HOURCAR
ZIP Code where majority of work is being performed*	55414
Identify the Transit Market Areas that the project serves*	I, II, III
Project Lifetime (useful life of the project)*	2 years
Mobility Hubs Modes included:	Car Share
For Shared Mobility Programs Only:	Non-EV Rideshare, EV Rideshare
Number of annual trips per vehicle/equipment*	652
Number of daily vehicles or equipment dispatched*	255
Deadhead miles:	

For Park-and-Ride and Transit Station Projects Only

Approximate begin construction date (mo/yr):	
Approximate end construction date (mo/yr):	

Project Funding

Are you applying for competitive funds from another source(s) to implement this project?*

No

Grant Request Amount, US$*	$750,000.00
Project Total: $*	$937,500.00

Match Amount: $ (Minimum of 20% of the project total for federally funded projects; no match for Active Transportation regional sales tax-funded projects)

Match Amount: $187,500.00

Match Percentage (Minimum of 20% for federally funded projects, no match required for Active Transportation Sales Tax-funded projects)

Match percentage: 20%

Source of Match Funds (For federally funded projects, a minimum of 20% of the total project cost must come

from non-federal sources; additional match funds over the 20% minimum can come from other federal sources)

Source of Match Funds*	HOURCAR unrestricted program revenue
Please check the years that are feasible for your program.*	2028 (All projects), 2029 (All projects), 2027 (Federal and Active Transportation Sales Tax Projects)

Active Transportation applications will need to complete the Total Project Cost Worksheet (attach this worksheet in the application documents) AND also complete the Fluxx Budget tool below (Click on the Edit button in the "What is the grant amount requested for each activity?")

To provide the required budget information, complete the Total Project Cost Worksheet and then upload into the Documents section. Refer to the Total Project Cost Instructions for instructions on what to submit in Fluxx.

Read and Complete the Total Project Cost Worksheet Instruction and fill out the worksheet. After you have completed the worksheet then enter the costs from the Grant Request Amount column into Fluxx Budget Tool. You will need to enter all line items with associated costs, but only from the **Grant Request Amount column**.

- If you have “Other Bicycle and Pedestrian Elements” in your budget, you will be required to provide a description of the line item by replacing the Line Item text with your description.
- There is no local match. Therefore, it is possible your Total Project Cost will be equal to the Grant Request Amount. However, if your Total Project Cost exceeds the maximum award for the category, the entire cost must be identified in the Total Project Cost Worksheet.

The information entered into Fluxx should match your budget included in the attachments. This is how you will make claims against your grant award.

To provide the required budget information, complete the Total Project Cost Worksheet and then upload into the Documents section. Refer to the Total Project Cost Instructions for instructions on what to submit in Fluxx.

One of the federal funding sources is Promoting Resilient Operations for Transformative, Efficient, and Cost-Saving Transportation (PROTECT). Please describe which specific elements of your project and associated costs out of the Total TAB-Eligible Costs are eligible to receive PROTECT funds.

n/a

As part of this application process, you must enter your project location(s) information into our Geographic Information System (GIS) via the link below.

The GIS link is not generated until a project name has been added to the question “Project Name” above and the application has been saved. For multiple locations, you will refresh the window to add additional locations. If you make a mistake, please refresh and add the correct location and add a comment describing the error and correction. The project location(s) are used to determine some of the outcomes below. Please note that it may take several minutes for the GIS data to be populated in the application below.

Please click the following link which opens in a new window: Draw Project Location

I acknowledge that I clicked the GIS link and entered the required information.	Yes

▼ Document Requirements

Instructions

Upload a PDF for the applicable project elements listed below. Multiple files can be uploaded with the attachment link below. Each individual attachment must be saved as an 8.5’’X11’’pdf and cannot be more than 15 pages in length to be considered. Only pdf files that meet the size and length limits will be accepted. Please do not submit entire plans or studies.

Summary

1. Applicants are required to submit a one-page Project Summary to be used by the scoring committees and TAB members. This one-pager may include the project name, applicant, route, a map, township/city/county where project is located, requested award amount, total project cost, before photo, project description, list of project benefits, or other pertinent information.
2. A Photograph from within the past year showing the Existing Conditions within the project area. If awarded funds, this photograph will be utilized in the Metropolitan Council’s online mapping tool to show a before-and-after comparison of the improvement. By submitting the application, the applicant agrees to allow the Council to use this photograph. Applicants should not use copyrighted images from other sources.

Maps

1. All infrastructure projects must include a map or concept drawing of the proposed improvements that clearly labels the beginning and end of the project, all roadways in the project area, roadway geometry, and any bicycle, pedestrian, and transit components anticipated upon completion of the project.

Coordination

1. The applicant must include a letter of support from the agency that owns/operates the facility, will operate the transit service, or will be expected to maintain the project (if different than the applicant) indicating that it is aware of and understands the project being submitted, and that it commits to operate and maintain the facility for its design life.
2. Transit applicants that propose a project that begins or ends within another agency's service area must include a letter of support from the other transit agency.
3. If the applicant expects any other agency or competitive grant program to provide part of the local match, the applicant must include a staff-level letter from the other agency agreeing to financially participate/documentation of the competitive award.

Other

1. **For Transit and TDM Projects that include public/private joint-use parking facilities only** The applicant must upload a plan for and make a commitment to the long-term management and enforcement of ensuring exclusive availability of parking to public transit users during commuting times. Federal rules require that parking spaces funded be available exclusively to transit users during the hours of transit service. In the plan, the applicant must indicate how commuter and transit parking will coexist with parking needs for joint use tenants. The entity charged with ensuring exclusive parking for transit commuters after the facility opens must be designated in the plan.
2. **TDM Projects only**: Upload Project Budget (budget should include applicable costs, such as, salary, fringe benefits, overhead expenses, marketing, materials, etc.). If using a sub-vendor as part of the project, proper procurement procedures must be used after the project is awarded to select the vendor.

To add a document, select the green plus sign on the far right of the screen in the row below. A new screen will appear. Upload files by selecting Add files on the bottom left of the screen. After all files have been added, select Start Upload. (Note: if you need to add more files to the same group of attachments, use the green + button in the "Documents" section at the bottom.)

Long-Term Public Transit Parking Plan
Match Award Letter
Transition Plan (only upload if not linked)
Year-Round Maintenance Commitment

▼ Documents

To add other documents, click the green + sign, then click "Add Files." Then select the document category from the dropdown and click "Start Upload"

APPLICATION DOCUMENTS

Filter by Type: All document types (9)

HOURCAR User Growth.png
Photo Existing Conditions
Added by Brigid Freed at 6:27 AM on June 25, 2026

HOURCAR 2026 RS PROJECT SUMMARY.pdf
Project Summary
Added by Brigid Freed at 6:21 AM on June 25, 2026

C. MCPA EJ Areas and Carshare.png

Map or Concept Drawing
Added by Brigid Freed at 6:18 AM on June 25, 2026

B. Air Pollution.pdf

Map or Concept Drawing
Added by Brigid Freed at 6:18 AM on June 25, 2026

A. Home Area.pdf

Map or Concept Drawing
Added by Brigid Freed at 6:18 AM on June 25, 2026

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▼ Qualifying Requirements

The applicant must show that the project meets all the qualifying requirements to be eligible to be scored and ranked against other projects. All qualifying requirements must be met before completing an application.

By selecting each checkbox, the applicant confirms compliance with the following project requirements:

The project will follow all applicable federal and state design standards, including state statutes such as State Aid Rule 8820 as required.

Check the box to indicate that the project meets the requirement above.* Yes

The project is consistent with the goals, objectives, policies, and actions of the 2050 Transportation Policy Plan Briefly list the applicable 2050 TPP objectives and policies.

Briefly list the applicable 2050 TPP objectives and policies*

Objective: An equitable and inclusive region

Policy 7: Equitable benefits and burdens

Policy 8: Repairing past harms

Leading on Climate

Policy 30: Reduce greenhouse gases

Policy 31: Reduce vehicle miles traveled

Policy 29: Electric vehicle infrastructure

A dynamic and resilient region

Policy 21: Travel demand management

Policy 22: Multimodal connections

Healthy and safe communities

Policy 13: Reduce negative health impacts

Check the box to indicate that the project meets the requirement above.* Yes

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The project or the specific transportation problem/need that the project addresses must be in a local planning or programming document completed within the last 10 years. Reference the name of the comprehensive plan, regional/statewide plan, capital improvement program, corridor study, Safe Routes to School Plan, Bicycle System Plan, or other approved/adopted plan or program of the applicant agency. The Active Transportation Planning application category (whose projects will be creating the plan itself) is exempt from this requirement.

Check the box to indicate that the project meets the requirement above.* Yes

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List the applicable document(s) and pages*

The project supports and advances a wide variety of Goals, Objectives, and Strategies in the Metropolitan Council's 2040 Transportation Policy Plan, 2020 Update.

Goal C: Access to Destinations (2040 TPP 2.10)

Objectives:

- Increase the availability of multimodal travel options.

- Increase travel time reliability and predictability

- Increase the number and share of trips taken using transit, carpools, bicycling, and walking.

- Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically under-represented populations.

Strategies: C1, C3, C4, C11

Goal D: Competitive Economy (2040 TPP 2.26)

Objectives:

- Improve multimodal access to regional job concentrations identified in Thrive MSP 2040.

- Invest in a multimodal transportation system to attract and retain businesses and residents.

Strategies: D1, D3, D4

Goal E: Healthy and Equitable Communities (2040 TPP 2.30)

Objectives:
- Reduce transportation-related air emissions.

- Reduce impacts of transportation construction, operations, and use on the natural, cultural, and developed

environments.

- Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities through the use of active transportation options.

- Provide a transportation system that promotes community cohesion and connectivity for people of all ages and abilities, particularly for historically under-represented populations.

Strategies: E1, E2, E3, E4, E7

Our project is in full alignment with the City of Saint Paul's Climate Action and Resilience Plan (bit.ly/3kTFdit), which was adopted in December 2019. As the plan notes, "The effects of climate change are apparent in Saint Paul and have a disproportionate impact on low-income communities, especially low-income communities of color."

The plan identifies transportation as a sector of "high- impact actions," both because transportation is the largest source of GHG emissions in Minnesota, and because increasing clean transportation options is a key to fostering community resilience in the face of climate change. The plan specifically calls out EV carshare as a strategy for climate resilience (pp. 57, 59).

The project complies with the Americans with Disabilities Act (ADA).

Check the box to indicate that the project meets the requirement above.* Yes

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The project must be accessible and open to the general public.

Check the box to indicate that the project meets the requirement above.* Yes

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The project must represent a permanent improvement with independent utility. The term “independent utility” means the project provides benefits described in the application by itself and does not depend on any other construction elements to be delivered for the proposed project to be achieved.

Check the box to indicate that the project meets the requirement above.* Yes

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The infrastructure project must not be a temporary construction project. A temporary construction project is defined as work that must be replaced within five years and is ineligible for funding. Staged construction is eligible for funding as long as future stages build on, rather than replace, previous work.

Check the box to indicate that the project meets the requirement above.* Yes

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The project applicant has sent written notification regarding the proposed project to all affected units of government prior to submitting the application. Staff-level letters of support are required if another agency owns the roadway, will deliver the transit service, will contribute financially to the project, will be expected to sponsor the project, or will be expected to maintain the project. Transit projects proposing a project that crosses into another agency's service area must include a letter of support from all relevant transit agencies.

Check the box to indicate that the project meets the requirement above.* Yes

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The Metropolitan Council and the Transportation Advisory Board (TAB) get the first opportunity to utilize a share of the greenhouse gas and vehicle miles traveled offsets of any awarded federal or active transportation regional sales tax projects proportionate to the share of the total project cost funded by TAB to fulfill state requirements for the Greenhouse Gas Impact Assessment (MN Statute 161.178) enacted in 2023. Each offset can only be used one time. If the projects are not needed by the Metropolitan Council and TAB as offsets to other awarded Regional Solicitation highway projects, ownership of them will revert, in whole or in part, to the original project sponsor. Based on inputs provided in the application, Met Council staff will calculate the magnitude of the offsets.

Check the box to indicate that the project meets the requirement above.* Yes

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The applicant agrees to provide Metropolitan Council staff with post-construction data, as requested, in order to perform before-and-after analyses.

Check the box to indicate that the project meets the requirement above.* Yes

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Federally funded projects must exclude costs for studies, preliminary engineering, design, or construction engineering. Right-of-way acquisition costs are only eligible as part of transit stations/stops, transit terminals, park-and-ride facilities, or pool-and-ride lots. Noise barriers, drainage projects, fences, landscaping, etc., are not eligible for funding as a standalone project, but can be included as part of the larger submitted project that is otherwise eligible.

Check the box to indicate that the project meets the requirement above.* Yes

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Applicant is a public entity (e.g., county, city, tribal government, transit provider, etc.), or non-profit organization in the TDM category only. Applicants for federal funds that are not State Aid cities in the seven-county metro area with populations over 5,000 must contact the MnDOT Metro State Aid Office prior to submitting their application to determine if a public agency sponsor is required. Applicants for the three application categories funded with Active Transportation Regional Sales Tax funds do not need to be a State Aid city or a county to apply.

Check the box to indicate that the project meets the requirement above.* Yes

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The public agency sponsor must either have a current Americans with Disabilities Act (ADA) self-evaluation or transition plan that covers the public right of way/transportation, as required under Title II of the ADA. The transition plan must be completed by the local agency before the Regional Solicitation application deadline.

Choose one*

(TDM Applicants Only) The applicant is not a public agency subject to the self-evaluation requirements in Title II of the ADA.

All projects that are located within right-of-way occupied by an active railroad must confirm that the railroad has been engaged in project planning.

Check the box to indicate that the project meets the requirement above.*

Yes

The applicant is categorized as a subrecipient in accordance with 2CFR200.330.

Check the box to indicate that the project meets the requirement above.*

Yes

Travel Demand Management projects only: The applicant will adhere to Subpart E Cost Principles of 2CFR200 under the proposed subaward.

Check the box to indicate that the project meets the requirement above.*

Yes

The project does not duplicate a service already provided, such as carpooling or vanpooling programs. The applicant may propose an enhancement or expansion of these services.

Check the box to indicate that the project meets the requirement above.*

Yes

The project does not include infrastructure that is eligible for funding in other categories, such as bike paths, sidewalks, or transit stop infrastructure.

Check the box to indicate that the project meets the requirement above.*

Yes

The project is eligible for Congestion Mitigation and Air Quality Improvement (CMAQ) funding, which is the federal funding source used on this application category. For competitive application projects, the project may fund up to three years of program administration and operations for expanded TDM programs, but cannot fund ongoing program administration and operations for existing services.

Check the box to indicate that the project meets the requirement above.*	Yes

▼ Prioritizing Criteria and Measures

2050 TPP Goal: We lead on addressing climate change.

Category Definition: The Travel Demand Management (TDM) application category seeks to fund projects that reduce trips, emissions and single occupancy vehicle usage, as well as support access to services and sustainable travel choices for regional commuters and residents. TDM projects should focus on connecting people to their places of employment and/or other activities and influence longer-term individual travel behavior mode choices that support an efficient use of the transportation system. Base-level TDM funding for the Transportation Management Organizations (TMOs) and Metro Transit Commuter Programs are not part of this application process.

This application contributes to these 2050 TPP Objectives or Policies:

- The region's transportation system minimizes its greenhouse gas emissions.
- By 2050, the region reduces vehicle miles traveled by 20 percent per capita below 2019 levels.
- Use travel demand management (TDM) to plan, fund, and promote multimodal travel options and alternatives to driving alone.

Please note that this list is not exhaustive and is intended only to provide examples. For questions regarding project eligibility, see the qualifying requirements for this application category and contact the Metropolitan Council.

- Shared mobility program promotion
- Telework & flexible work schedules
- Parking reduction management
- TDM ordinance & plan development
- Technology for TDM integration
- Traveler incentive programs
- Local bikesharing infrastructure, marketing, and promotion
- Local carsharing infrastructure, marketing, and promotion
- Support, programming, and promotion of carpooling
- Support and promotion of vanpooling

▼ Evaluative Criteria

1. Vehicle Miles Traveled (VMT) Reduction Potential

This criterion measures the project's potential to reduce Vehicle Miles Traveled (VMT).

Measure A - Average weekday users & miles shifted to non-single occupancy vehicle travel or trip reduction

Provide estimates, including methodology, of average weekday users & miles shifted to non-SOV travel or trip reduction (400-word response).*

As "Community Needs" describes, engagement identified the need for this project: a majority of residents are not aware of carshare; once aware, they are interested, but have many questions. Once people try carshare, many become enthusiastic users, with proven VMT reduction. This project will reduce VMT by helping people to become carshare users.

Informed by best practices, we will implement marketing to expand carshare adoption. First, we will leverage digital marketing, anchored by a Google Ad Grant, to deploy geo-targeted ads, webinars, and short videos. Second, we will gain earned media with culturally specific news outlets, while building on proven tactics such as transit ads and local events. Third, we will activate empower current "super-users" to share experiences and build trust through storytelling to normalize carsharing for everyday transportation.

This work will result in +30% active carshare users. This projection is based on the outreach results that grew regional carshare from launch in 2022 to 5,000 active users and 169,000 trips in 2025. The funding that launched regional carshare included substantial amounts for outreach, producing trip growth of 101% 2022>2023 and 30% 2023>2024 (bit.ly/4uYDglA), and when this funding ended in 2025, growth fell off.

While projecting marketing results is not an exact science, we are confident the planned outreach and education will produce similar growth for two reasons. First, most people remain unaware of carshare, its benefits, and how to use it. Second, the costs of auto ownership have increased and will likely continue to increase.

We forecast slow growth of 6.6%/yr between now and 2028 due to planned expansions. Conservatively, we then use the 30% one-year growth 2023>2024 for our projections for two-year growth 2028>2030 because of the campaign. From the 2028 base, a 30% increase will produce 1,800 new users; 60,900 new carshare trips/yr (166/weekday); and decrease VMT by 5,413,621/yr (14,831 weekday).

Measure A Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- High: The highest rated projects in this measure will have the strongest potential to significantly reduce VMT and make a strong case as to how the project will do it. The response will include quantitative metrics showing significant VMT reduction using an established methodology.
- Medium-High
- Medium: Mid-range projects in this measure may have good potential to reduce VMT and make a strong case by using a less established methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate potential reduction in VMT.
- Medium-Low
- Low: Low-rated projects will have limited potential to reduce VMT or may use less established or unclear methodology to estimate the VMT reduction potential.
- Non-responsive/Not relevant: Projects that do not have potential to reduce VMT should receive zero points in this measure.

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2. Connections to Jobs, Education & Opportunity

This criterion measures the project's ability to support people traveling to jobs, education, and other opportunities using sustainable transportation options.

Measure A – Connections to jobs, education and other opportunities

Provide a brief narrative that describes how the proposed project supports people connecting to jobs, education or other opportunities using sustainable transportation options. Include how connections will be made, number of connections, and who and how many people will benefit. Provide quantitative information as applicable (400 words or less)*:

Regional carshare connects Metro area residents to opportunities – work, education, and essential destinations like medical care. Carshare reaches places other modes can't.

With respect to jobs, University of Minnesota research documents a "spatial/skills mismatch" for residents of low-income and majority BIPOC neighborhoods due to the lack or slowness of available transit: "transit-dependent workers living in these areas face prohibitively long commutes even to spatially proximate jobs" (bit.ly/3693DQg). Carshare overcomes this barrier. According to HOURCAR's 2026 user survey, 47% of users take free-floating carshare and 19% use hub-based carshare to get to work. 19% use carshare to get to school and 4% to get to daycare.

68% checked "social trips"; it is important to understand this category. As a user wrote: "Hourcars have changed our lives. I can't count the times that I have been able to tell my child yes instead of no because now we can get to the…lessons and appointments that we used to be unable to get to." Reaching "lessons and appointments" does not fit into any of the other survey categories, but is surely critical to education and creating opportunity.

Finally, 41% use carshare to reach medical care. In the focus groups described in "Community Considerations," a resident described how the bus schedule meant a doctor's visit required a half-day off work, which she could not afford. Carshare removes the need to make that choice and helps people keep their jobs.

As noted in "VMT Reduction," this project will increase carshare use, with use by BIPOC and low-income residents growing proportionate to current use. Currently, 42% of use is by BIPOC users and 47% from low-income users. This project will create new connections:

Increase active users by 1,800 (+30%), resulting in an additional 60,900 trips/year.

Of these, we project BIPOC residents will make an additional 25,500 trips and low-income users an additional 28,000 trips.

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project impact (400 words or less):

VMT Reduction:

The FHWA's "2020 CMAQ Cost-Effectiveness Update" (bit.ly/3tWe8zm) describes how carshare reduces VMT: "Shared vehicles provide alternatives to reduce household LDV, and in some cases enable households to own fewer cars, both of which may result in decreases in VMT through eliminating some discretionary trips and mode shift to public transit." (p.35). VMT falls when a household feels comfortable using carshare, sheds a car/does not buy one, and instead takes transit, bikes, and walks more often, using carshare only for trips that require a vehicle.

FHWA estimated a range of VMT reductions per user based on whether the carshare was one-way or roundtrip. Using those estimates, plus published research from UC Berkeley's Transportation Sustainability Research Center, we calculated VMT reductions from regional carshare's combination of one-way and roundtrip services.

Every vehicle is equipped with GPS tracking, with extensive data on use, including trip ends and VMT. This real-world data aligns closely with FHWA guidance for VMT reduced.

Connections:

The region's residents and elected representatives identified the need for regional carshare as a critical component of a transportation system that connects people to opportunities. These processes and methodologies are described more fully in "Community Needs."

As described in "Community Data and Context," regional carshare prioritizes neighborhoods where connections to opportunity are most needed. Our project will accelerate adoption in these communities.

Our 2026 User Survey was administered in conjunction with faculty from the University of Michigan, as part of National Science Foundation project "Data-Driven Analytics for Scaling Up Community Carshare" (bit.ly/44tOaoq). In addition to the quantitative reported above, the survey invited qualitative input too. Further information is available in our 2025 Community Impact Report, (bit.ly/4gn14vV).

Measure A Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- High: The highest rated projects in this measure will have the strongest potential to increase the number of people using sustainable travel choices when traveling to jobs, education and other opportunities. The response will include quantitative metrics showing these connections using an established methodology.
- Medium-High
- Medium: Mid-range projects in this measure may have good potential to increase the number of people using sustainable transportation options when traveling to jobs, education and other opportunities and make a strong case using a less established methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate connections to jobs, education, or other opportunities.
- Medium-Low
- Low: Low rated projects have limited potential to increase connections to jobs, education or other opportunities based on the information provided.
- Non-responsive/Not relevant: Projects that do not improve connections to jobs, education or other opportunities should receive zero points in this measure.

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3. Project Effectiveness Evaluation

This criterion measures the effectiveness of proposed TDM strategies.

Measure A – Plan and methods to evaluate project outcomes

Project results and impacts will be captured in a coordinated survey tool that collects project launch/baseline data, mid-project execution data (where applicable), and post project data. Tools to aid in evaluation are listed below, but additional tools may be used as well.

- FHWA CMAQ Emissions Calculator Toolkit resource to estimate emissions reductions
- Met Council GHG Scenario Planning Tool
- CAPCOA GHG Handbook

Describe the plan for the project and methods to evaluate project outcomes (400 words or less).*

This project's outreach strategy combines digital, media, and peer engagement. It will leverage geo-targeted ads, webinars, and short videos to educate prospective users. Earned media outreach to culturally specific outlets will amplify inclusive storytelling, alongside proven tactics like transit ads and community events. This project will also activate "super-users" with storytelling to normalize carsharing as a reliable, everyday transportation option.

We will assess effectiveness with a comprehensive evaluation framework grounded in performance metrics, data collection, and iterative learning, measuring short-term outputs and long-term outcomes. Ensuring all efforts are integrated into a clear project plan with frequent team updates will create the foundation for tracking outcomes and impact throughout the project.

First, we will evaluate the effectiveness of marketing channels and outreach strategies. Digital ads will be assessed for analytics, including impressions, click-through rates, conversion rates, and cost per acquisition. Engagement with webinars and video content will be measured through views and subsequent member sign-ups. For traditional and earned media, we will track referral traffic and membership application spikes.

Throughout this effort we will also continue our track the number of new members and trip-level data such as trip frequency, duration, and geographic distribution, to understand how marketing efforts translate into real-world utilization.

Finally, using member surveys, trip data, and regional modeling tools, we will estimate increases in trips taken via transit, carpooling, walking, and bicycling because of carshare adoption. Our annual User Survey will allow us to assess changes in vehicle ownership, reliance on single-occupancy vehicles, and substitution patterns—critical indicators for estimating vehicle miles traveled (VMT) and greenhouse gas reductions.

Measure A Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- High: The highest rated projects in this measure will provide a well thought out project or program plan with sound methods documented to evaluate the project outcomes. The response will include quantitative metrics that speak to how many, how much or how often and show these connections using an established methodology.
- Medium-High
- Medium: Mid-range projects in this measure may provide a well thought out project or program plan with sound methods documented to evaluate the project outcomes but using a less established methodology. Qualitative data could be used to gather in-depth insights that are not easily measured attributes or characteristics and lead to a better understanding of why and how. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate project or program effectiveness.
- Medium-Low
- Low: Low rated projects provide minimal information on the project or program plan, or the plan lacks detail to be effective.
- Non-responsive/Not relevant: Projects that do not include a project or program plan or have a plan that does not demonstrate effectiveness should receive zero points in this criterion.

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5. Innovation

This criterion measures how well the project introduces new concepts to the region or expands to a new geographic region. Innovative TDM projects may involve the deployment of new creative strategies for the region, expand the geographic scope of a project to a new geographic area, serve populations that were previously unserved, or incorporate enhancements to an existing program.

Measure A - Completely new, new to the region or serving new communities*

Check all innovation characteristics that apply for your project (the list below is in priority order for scoring):

Project introduces a new policy, program, or creative strategy (3 points), Project applies research from another organization (1 point), Project replicates a project done in another region (but not done in the Twin Cities region) (1 point), Project expands the geographic scope of an existing successful project (1 point), Project serves or engages a new group of people (1 point), Project significantly enhances an existing program (1 point)

Describe your innovation based on the category/categories above (400 words or less)*

HOURCAR is uniquely positioned to execute this project after bringing shared mobility solutions to the region for over two decades. Our creative strategy will deploy targeted search, display, and retargeting ads optimized on user behavior. By integrating these efforts with conversion tracking, we move beyond traditional outreach toward performance-driven digital marketing, reaching new audiences at scale.

Our approach is informed by research and tested behavioral frameworks, drawing from the EPA's Too Good to Waste social marketing model which resulted in 91% committing to long-term adoption. This work demonstrates how community-based social marketing drives behavior change by identifying barriers, leveraging social norms, and fostering commitments. We will adapt these insights by addressing common barriers to carsharing like perceived cost, while reinforcing positive norms such as convenience.

Our project will expand carsharing awareness, including historically underserved neighborhoods and new service areas. Through geo-targeted digital campaigns and culturally relevant messaging, we can introduce carsharing to new communities in accessible ways, supporting regional equity goals while ensuring expansion is matched by sustained adoption.

We will also build on past campaigns while looking to other shared mobility brand campaigns, like Lime's. While our mission differs, their emphasis on visually engaging campaigns informs how we present carsharing as a modern solution. We will translate this into a nonprofit context, maintaining authenticity and community trust.

Finally, we will innovate by leveraging our most engaged users to serve as ambassadors, equipping them with tools, incentives, and storytelling platforms to amplify peer-to-peer outreach, one of the most powerful drivers of adoption. This model will strengthen retention and reinforce carsharing as a community-powered service, while advancing shared, sustainable transportation.

Measure A Scoring Guidance

Projects that introduce new TDM ideas or apply research and/or touch on multiple innovation categories above will receive the most points along with projects that address multiple innovation categories. For scoring, follow the rubric below; points are cumulative for a total of 5 points:

- 3 points: New policy, program or creative strategy
- 1 point: Applies research from another organization, replicates a project done in another region or expands the geographic scope of an existing successful project
- 1 point: Project serves or engages a new group of people or significantly enhances the impacts of an existing program

▼ Community Considerations

The Regional Solicitation Community Considerations criterion draws on multiple Metropolitan Council and Transportation Advisory Board (TAB) policies, including:

1. Imagine 2050 and Transportation Policy Plan (TPP) Goal: Our region is equitable and inclusive. Racial inequities and injustices experienced by historically marginalized communities have been eliminated and all people feel welcome, included, and empowered Imagine 2050

Equity Statement

Equity means that historically excluded communities – especially communities of color – have measurably improved outcomes through an intentional and consistent practice of adapting policies, systems, services, and spending so that they contribute to the repair of both historic and ongoing injustice.

Imagine 2050 contains an Equity and Environmental Justice Framework, which is a people-centered approach that should guide regional processes and actions to work toward a more equitable region. A description of the framework is linked here Imagine 2050: Regional Vision, Values, Goals - Revised for Adoption. The three components of the framework include:

- A people-centered, data-driven decision-making approach
- Prioritized engagement with overburdened communities
- Provision of benefits to the communities that go beyond harm mitigation

TPP Policies or Objectives

TPP Policies and Objectives related to achieving the regional equitable and inclusive goal include:

- Conduct engagement activities and implement shared decision making with historically underrepresented communities throughout policy making, planning, and project development to ensure equitable distribution of the benefits and burdens of transportation investments.
- Evaluate processes, policies, programs, and plans to ensure that community benefits and burdens from transportation investments are distributed equitably.
- Implement investments that repair harms and impacts to historically disadvantaged communities from past highway investments.
- Implement strategies against gentrification and displacement caused by transportation investments.

TAB Communities to Consider

Beginning with the Regional Solicitation redesign in 2014, the Transportation Advisory Board has identified “specific communities” that should be prioritized in transportation decision-making processes: people of color, Indigenous people, low-income, disabled, youth and older adult populations. These specific communities should be engaged and empowered in transportation decision-making processes, and projects should be developed to specifically address their transportation needs.

Metropolitan Council staff have provided an interactive map that can be used to understand the composition of the communities of consideration within your project area. This map can serve as a basis for your response to each measure but applicants are encouraged to provide additional detail and understanding of community.

Other Key Concepts

Community Definition: For the Community Considerations scoring criterion, “community” is defined as people and groups of people who are adjacent to and/or impacted by the proposed project. This includes those who live, work, attend school, or access essential destinations (such as healthcare, shopping, or services) within the project area. Prioritized consideration is given to communities of color, Indigenous communities, low-income, disabled, youth, and older adult populations. The term “community” does not include transportation system users who only travel through the area without connecting to destinations within it. Transit users and others outside personal vehicles may be considered part of the community if their trips begin, end, or include stops within the project area.

Scoring

Three qualitative measures are used for the Community Considerations criterion as described below. Applicants will receive a High, Medium/High, Medium, Medium/Low, or Low rating for each of the three measures: (1) Community Data and Context, (2) Community Needs and Future Engagement, and (3) Community Benefits.

Funding Priority

Projects receiving a high score on each of the three measures, if any, will be considered for funding priority. Up to one (1) project from each solicitation round that was not otherwise selected for funding will be recommended for full funding in either the Roadway, Bike/Ped, Transit, or Environment categories.

Applicant Training Opportunities

The Met Council will provide optional yearly trainings for local agency staff to build their understanding of the Community Considerations criterion and measures. This training will also be centered around best practices set forth by the Council’s Equity Evaluation of Regional Transportation Investment Processes study.

Community Considerations Scoring

Scorers for the Community Considerations criterion will be selected based upon their experience and knowledge in community work, will have completed the Community Considerations training, and will meet multiple times as a group of scorers to discuss and agree upon scoring expectations. Projects recognized as a funding priority will be reviewed and agreed upon by all Community Considerations scorers. 2-3 Community Considerations scorers will be assigned to each project application.

This criterion measures the project’s ability to ensure the needs of specific populations are considered and prioritized in transportation decisions.

A. Community Data and Context

Describe the project area's community data and context* including locations of specific communities and important regional and local destinations those community members access regularly. Relate the community data to the project purpose. Supplement widely available demographic data with community-specific information via additional maps or descriptions. Include any transportation history impacting the communities and intentional or unintentional past and ongoing harms caused by the transportation system (600 words or less).*

Examples of detailed community data: demographics (race, ethnicity, age, low income, disabled), affordable housing locations, essential services, employers/job centers, schools, cultural resources, places of worship and social destinations.

The regional carshare system, including the free-float Evie Home Area and the round-trips hubs, were designed and located to meet critical connectivity needs. Even as the region improves options for transit, walking, and biking, those modes will not and in many cases cannot connect origins/destinations 24/7/365. For many, access to a car remains important for some critical trips. Regional carshare was designed to meet that need without the financial burden and environmental impact of car ownership for every household. The system was also designed to create that option for neighborhoods that needed it most; neighborhoods with both the most zero-car households, and the most impact from current emissions.

The Home Area for free-float carshare (shown in attachment A, titled "Home Area") contains 379,223 people. According to the Metropolitan Council's Community Data tool, 47.9% of these are BIPOC, and 45.6% are low income. The households own a below-average number of cars: 15.5% do not own a vehicle, twice the regional average of 7.5%.

At the same time, these residents are disproportionately impacted by transportation emissions. Attachment B, titled "Air Pollution" shows the Evie Home Area overlaid on a map of traffic proximity and three maps of air pollution.

Overall, regional carshare serves Minnesota Pollution Control Area designated Environmental Justice (EJ) Areas. The entire Home Area, and 99% of carshare hubs are located in or within one mile of an EJ Area. See Attachment C, titled "MCPA EJ Areas and Carshare." Only one carshare hub is not located within one mile of an Environmental Justice Area: the hub in Hopkins serves a qualified low-income multifamily site.

The Evie Home Area and hubs create important transportation connections to and from these neighborhoods first by making cars available in the neighborhoods; and then by making it possible to end a carshare trip at critical destinations. For example, the Home Area includes both downtowns, the University of Minnesota, and numerous medical destinations. While not all of these destinations are in EJ areas, they are critical destinations for everyone, including under-served and under-represented residents.

The residents of this area are among the region's heaviest transit users, and carshare system was designed to connect to the regional transit system. 95% of Evie chargers, and all of the round-trip hubs, are located within walking distance of a bus route. Carshare extends the reach of the transit system by allowing people to get off a train or bus and take a carshare vehicle the rest of the way. Most obviously this helps solve the last mile problem, when transit doesn't quite reach one's destination. It also allows people to take transit to work and take a carshare home after a late shift.

Finally, carshare allows people to reach destinations that transit does not serve at all. These frequently include, for example, specialty medical clinics located in the suburbs; state parks that are only accessible by car; and family who live out of town.

While the carshare system was designed to meet a critical transportation need in these communities, most residents, even in this area, either are not aware of carshare as an option for them, and/or are not aware of how to use it. The combination of free-float and hub-based carshare, and the ability to use it with transit, make regional carshare extremely useful; that same breadth can make it appear intimidating to use. The project purpose is to make more people aware of and comfortable with using this exceptionally valuable service.

B. Community Needs and Future Engagement

Describe how the project was identified, and how it addresses a community need. Community needs may be identified through long-range or strategic planning, community surveys, formal or informal meetings and conversations with community members or neighborhood groups, outreach, and other means. Describe any discussion with specific communities, and how it contributed to identifying the project need. Describe how community engagement will occur throughout the project. Reference the engagement spectrum on page 55 of the Imagine 2050 Regional Vision, Values, and Goals chapter of the Regional Development Guide. Describe and link (if possible) documented organizational structures that support future engagement on the project; these structures could include policies, procedures, financial or staff resources, or other documents (600 words or less).

The need for regional carshare was identified through numerous processes. The 2017 Twin Cities Shared Mobility Action Plan was the result of input from 75 regional institutional stakeholders, including Metropolitan Council members, and elected officials at the cities of Minneapolis and St. Paul, and Hennepin and Ramsey Counties. The Action Plan recommended that the region “Grow Carsharing” and outlined policies that became the foundation of Evie Carshare.

The processes that produced the climate action plans of Minneapolis and Saint Paul, and the State of Minnesota, all identified growing carshare as action items. (For example, Saint Paul's Climate Action and Resilience Plan (bit.ly/3kTFdit)).

The specific design of regional carshare has been guided by deep engagement with community members. In 2020, HOURCAR formed a Core Partner Council with ten Community-Based Organizations (CBOs). These CBOs represented both BIPOC populations and communities where over 40% of households live below federal poverty thresholds. The results of this engagement and how it drove the design of the Evie Carshare are documented in (bit.ly/4vZUkbM). Also in 2020, the cities of Minneapolis and Saint Paul, with HOURCAR, engaged residents in focus groups to understand how carshare should be designed to best fill unmet transportation needs.

All of these engagement processes produced consistent recommendations that became the regional system we have today.

The need for this outreach and education project was identified by three subsequent processes.

In 2022, HOURCAR, East Metro Strong, Powderhorn Park Neighborhood Association (Minneapolis), and the Hamline Community Council (Saint Paul) conducted focus groups on how people would respond to spiking car prices and COVID restrictions on transit use. Would they use carshare?

In 2025, Saint Paul conducted significant community engagement as a part of the East Side Evie Expansion project. Our team spent 200 hours talking with 900 East Side community members about carshare.

Every year, HOURCAR participates in a variety of community events (art fairs, Open Streets, food truck days, etc.), where we talk to residents about their transportation needs and about carshare.

These engagements consistently produce three findings: 1) a significant majority of people, regardless of economic status, finds the cost of car ownership burdensome, but finds at least occasional access to cars vital; 2) a significant majority are not aware of carshare; 3) once they learn about the option, they are very interested, but have many questions.

Finally, the need for this project is informed by HOURCAR’s 2026 User Survey. This found very high satisfaction among HOURCAR’s users, who say that carshare does what residents asked it to do: work with other options to make it possible to meet their transportation needs without having to own a car. (See HOURCAR.org/impact) Many current users are so satisfied that they are willing to be ambassadors to their communities.

In sum, HOURCAR and its municipal partners have engaged the community using all parts of the engagement spectrum on page 55 of the Imagine 2050 Regional Vision, Values, and Goals chapter of the Regional Development Guide, with an emphasis on the “Collaborate, Co-create / Co-lead” part of the spectrum.

We designed this project to meet the needs identified by this outreach: the region needs to increase awareness of the option of carshare and provide the tools necessary to answer people’s questions about it.

As we implement this outreach and education project, HOURCAR will continue to engage closely with community members and community-based organizations by working with HOURCAR members to reach out to members of their communities; and use existing relationships with CBOs to design our outreach materials so that they will connect with community members and answer their questions.

Community Needs and Future Engagement Scoring Guidance

Applicants will receive a High, Medium/High, Medium, Medium/Low, or Low rating for each of the three measures. The expectations should be considered as cumulative, i.e., Medium builds on Low; High builds on Medium. Scoring via this rubric will be based exclusively on the application materials provided.

High: The project application:
-References documented organizational structures that support future engagement on the project, e.g.Policy, procedure, and/or budget to compensate engagement participants; Formal, approved engagement plan; Anti-displacement policy, strategy, or funding; Reparative project goals shaped by community; Commitment to financial opportunity for local businesses and contractors; Advisory committee charter; Dedicated project engagement staff; Other governing board or council action demonstrating a commitment to community considerations.

Medium: The project application:
-Describes how the project need was identified through planning and information-gathering work with communities
-Describes how input from engagement with “specific communities”helped identify the project need and purpose
-References Imagine 2050 Engagement Spectrum (engagement and power sharing levels) and identifies future community engagement activities
-Describes how specific communities will be included and prioritized in future engagement efforts

Low: The project application:
-Does not link past planning and information-gathering work with communities to identify project need
-References planning work that is too broad to practically influence project need
-Does not include description of input and interactions with “specific communities” that helped identify the project need
-Does not include description or commitment to future engagement efforts with communities

C. Community Benefits

Provide a description of the anticipated project benefits and how these benefits address the needs of the identified communities. Describe any past or ongoing burdens the project will mitigate and how any potential new impacts or burdens will be addressed (600 words or less).*

This project will provide thousands of people the information they need to feel comfortable using carshare to reach critical destinations across the region. In doing so, the project will help mitigate under- and dis-investment in affordable transportation options for Environmental Justice neighborhoods, reduce pollution, and save residents tens of millions of dollars per year.

Communities receive three fundamental benefits from access to regional carshare.

1. Access benefits: people make critical trips that they could not make without a car.

2. Financial benefits: people sell or postpone buying cars.

3. Pollution reduction benefits: VMT and pollution fall; and when people do make car trips, they do so more often in clean electric vehicles.

The HOURCAR 2025 Community Impact Report (HOURCAR.org/impact) documented these three community benefits in 2025: 5,000 people used regional carshare to make 169,000 trips; save $23 million; and reduce 7,600 metric tons of greenhouse gas emissions.

The Community Impact Report details the kinds of trips that people use carshare to make, including the 41% who use it to reach medical care. In the Report users also describe in their own words how carshare has changed their lives by allowing them to make trips that they previously could not, such as taking their children to appointments and lessons.

The Report also documents that 66% of users say that carshare allowed them to sell or postpone buying a car and still meet their transportation needs. At a time when car ownership has never been more expensive, in addition to broader economic pressures, this is a particularly important community benefit.

Finally, the report documents how people use carshare together with transit to extend the usefulness of the transit system. Carshare benefits the community by increasing the reach of that system.

While regional carshare is open to everyone with a driver’s license, people can only enjoy these benefits if they know about carshare and feel comfortable using it. As documented in Section B, most people are unaware of carshare. Once they become aware, they have many questions. The outreach and education designed for this project is designed to overcome both barriers so that people feel educated and comfortable enough to begin enjoying these benefits themselves.

As described in Section 1A, we conservatively estimate that this campaign will increase regional carshare membership, use, and benefits by 30%:

60,900 additional trips/year

$8,280,000 in transportation cost savings

2,700 metric tonnes of GHG reductions

The calculated financial benefits are cost savings from reduced financial burden of car ownership. That figure does not capture a wide variety of other benefits, including access to medical care. Without carshare, residents said that often they could not reach medical care; with it, they can. The value of that access both to the users themselves, and to the broader community, is substantial.

Because the regional carshare system was designed to serve neighborhoods with the fewest cars and the highest impacts from transportation pollution (see “Community Data and Context”), these benefits will accrue especially to those communities. This project will help mitigate ongoing pollution burdens on these communities. And the project will help mitigate past under-investment in transportation infrastructure designed to serve the needs of these communities.

Because the project will increase use of an existing system, there are no construction or related impacts to mitigate. This project will provide residents and their communities the knowledge they need to better take advantage of and enjoy the benefits of a transportation option in which the region has already invested.

Community Benefits Scoring Guidance

Applicants will receive a High, Medium/High, Medium, Medium/Low, or Low rating for each of the three measures. The expectations should be considered as cumulative, i.e., Medium builds on Low; High builds on Medium. Scoring via this rubric will be based exclusively on the application materials provided.

High: The project application:
-Describes how project repairs past burdens and barriers
-Describes how project improves safe access to priority destinations
-Describes how project adds context-sensitive features beyond transportation needs (e.g. art, greenspace, other community-influenced elements).

Medium: The project application:
-Describes benefits for specific communities
-Ties benefits directly to community-identified needs
-Describe how benefits were identified through engagement
-Includes early mitigation plans for project burdens.

Low: The project application:
-Does not describe project benefits for specific communities
-Describe benefits in general terms for all users
-Does not acknowledge potential project burdens, despite high potential for them to arise.

▼ **Funds & Payments** - Internal

Current Amount Recommended:

▼ Funding Sources

Funding Sources

No Funding Sources available

▼ Payments and Refunds

Payments and Refunds

Add Payment

No transactions available

▼ **Grant Requirements** - Internal

Progress Reports

No Progress Reports available

▼ **ArcGIS** - Internal

gis_taz_population:

gis_taz_jobs:

gis_regional_destinations:

gis_project_location_description:

▼ **Review & Feedback** - Internal

Program: Regional Solicitation

Sub Program: Regional Solicitation - Transit and TDM Projects

Assigned Council Program Contact:

Finance Unit Reviewer:

External Reviewers

Reviewers

▼ Internal Reviewers

Comments Returned to Applicant:

Program Feedback:

▼ Evaluative Criteria

Measure A – Average weekday users & miles shifted to non-single occupancy vehicle travel or trip reduction:

Measure A – Connections to jobs, education and other opportunities:

Measure A – Plan and methods to evaluate project outcomes:

Measure A – Completely new, new to the region or serving new communities:

Evaluative Criteria Total: 0

Dates & Financials - Internal Only

Start Date:

End Date:

Amount Requested: $750,000.00

Total Project Budget:

▼ **Communications & Relationships** - Internal

Relationships

Interactions

► Signals (0 Signals)

► Internal Notifications (0 internal notifications)

OUTLOOK EMAIL COMPONENT

SYSTEM GENERATED EMAIL ALERTS

▼ **Notes & History** - Internal

Status Initial Review

Adobe Sign

Agreement ID:

Adobe Status:

Latest Event:

Adobe Executed Date:

NOTES

Draft → Initial Review
Created by Brigid Freed at 7:16 AM on June 25, 2026

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