



move

MINNESOTA

2017 ANNUAL REPORT

TO OUR SUPPORTERS



You have been at the heart of every choice during a year of exciting transformation for our organization.

In 2017, the successful merger of Transit for Livable Communities and St. Paul Smart Trips challenged us to build on a powerful legacy of change and leadership in our region. When we unveiled our new name and big vision 18 months later, we knew we could count on you. It was your support that allowed us to dream bigger about the future, and how to get there together. You inspired us to get clear about where our values are taking us: leading a diverse, influential, people-powered movement for transportation options. You believed in our commitment to put people first and to put equity at the center of everything we do. Thank you for pushing us and dreaming with us every step of the way!

As I look back on 2017, I know the old saying is true: change happens at the speed of trust. And we are so grateful you've put your trust in this movement, and in us.

Today, Move Minnesota is the largest transportation advocacy nonprofit in the state and the designated Transportation Management Organization for the city of Saint Paul. The hard work to grow our collective impact in metro and statewide communities is still ahead of us. We are making progress every day thanks to you: the donors, volunteers, advocates, and partners standing with us. Thank you!

Jessica Treat, Executive Director

PLANNING FOR CHANGE

In 2017, our Board of Directors developed and approved a new three-year strategic plan that affirms our organization's approach to social change and movement-building through:

COMMUNITY ENGAGEMENT

EDUCATION

ADVOCACY



WE HEARD YOU :)

Our supporters shared hopes and concerns through listening sessions, surveys, one-on-one conversations, and more in 2017. Thanks to all for naming the future you want for yourselves, your families, and your communities. Your valuable input shaped our strategic plan and priorities through 2020.

Impact Area

Build Community

Our events and actions bring together a community of people who care about making life better in Minnesota.

2017 HIGHLIGHT: SLOW ROLL SAINT PAUL

Building a movement starts with bringing people together. In 2017, Move Minnesota connected with hundreds of residents and new riders through eight Slow Roll bike events in Saint Paul's Frogtown, Rondo, and East Side neighborhoods. Cohosted with Cycles for Change and community partners, our rides gather people from across the Twin Cities to create a shared sense of belonging and joy through biking.

Slow Roll Saint Paul is part of a nationwide movement born in Detroit. The rides are laid-back, no-drop group rides for all ages and experience levels. Routes travel near cultural landmarks and end with a shared meal catered by local restaurants. Together, the people at our Slow Roll Saint Paul rides create community spaces that incorporate the arts and cultures of black and indigenous people, and provide great opportunities for collaboration.

For some folks, the rides are an opportunity to uplift their own cultures and neighborhoods. For others, it's a chance to see their city in a whole new way: from the seat of a bicycle.





Impact Area

Improve Infrastructure

Infrastructure should be designed with people in mind. When we engage on proposed transportation projects, we work to ensure they are multi-modal, accessible, and community-oriented.

2017 HIGHLIGHT: WALKING, BICYCLING, ROLLING, & TRANSIT ON RIVERVIEW

We spent time in 2017 on the Riverview Corridor—the connection between downtown Saint Paul, the MSP Airport, and Mall of America. Currently served by the Route 54 bus, neighborhoods along the corridor are growing and the demographics are changing. Transit improvements are critical to not only better serve current riders, but to keep pace with the increased demand coming from new housing and mixed-used developments. We brought new voices into the planning process through community conversations, events, and collecting hundreds of surveys. Feedback demonstrated that not only do residents want fast transit, but also accessible sidewalks and strong bicycling connections. We shifted the conversation from “What type of transit will work best in this corridor?” to “How can we best help people get around?” As a result, plans for the Riverview Corridor not only include a modern streetcar, but also prioritize safety for people bicycling and walking.

Save Our
TRANSPORT !!!
Hand off our
Rides!!!

NO CUTS!
NO HIKES!
HANDS OFF
OUR RIDES!

WE
COME AFTER
YOUR
SEATS
IN
18

WE
GR



OUR GRASSROOTS
ADVOCATES SENT
**OVER 10,000
MESSAGES**
TO DECISION-
MAKERS IN 2017.
**THANK YOU FOR
RAISING YOUR
VOICE!**



Impact Area

Champion Investment

It takes resources to grow our collective options. We fight for increased investment in transit, bicycling, and walking options across the state.

2017 HIGHLIGHT: SHORT-TERM FUNDING WINS & DEFENSIVE ADVOCACY TO STOP TRANSIT CUTS

The 2017 Minnesota State Legislature proposed devastating cuts to transit funding, which would have caused a 40% loss of service and collapsed the metro-area transit system. Alongside our grassroots supporters and Transportation Forward coalition, we sent a clear message to lawmakers: transit is a critical part of our lives, and these cuts are unacceptable. Together, we not only stopped the cuts, but achieved \$70 million in one-time money to help bridge the persistent gap in transit funding. At the county level, Move Minnesota successfully championed efforts to increase transit funding in Hennepin and Ramsey counties.

2017 HIGHLIGHT: FIGHTING FARE INCREASES

Without sustainable funding from the legislature, the Metropolitan Council proposed and passed transit fare increases. Since higher fares reduce transit use and access, Move Minnesota and our supporters advocated against them, and will keep speaking out to keep transit affordable for all.

Impact Area

Advance Equity

Systems that hold people back and leave people out because of their skin color, income, ability, age, or gender just aren't good enough. We work to amplify the voices of Minnesotans who have been locked out of transportation decision-making, and break down the barriers that keep them out.

2017 HIGHLIGHTS: HERE TO THERE, YOUTH LEADERS, & CAPITOL-RICE ENGAGEMENT

Conversations about how we get around are too often focused on one type of person and one mode. That's why we worked with Apparatus and Studio Americana to create the *Here to There* podcast. Each episode features real people talking about the many ways they get around, and offers solutions and ideas from people whose lives reflect a diverse Minnesota.

Changing the stories we tell is only a first step. We're also shifting our board recruitment strategies, staffing priorities, and community engagement work to do better around equity: from our Youth Leaders program, which provided on-the-ground learning for young people of color, to prioritizing low-wealth communities in our engagement in Saint Paul's Capitol-Rice area, where we gathered data on community perceptions around mobility and ideas for improvements.



“THIS IS SOMETHING I’M PROUD OF—I TAUGHT MYSELF TO BIKE...I GREW UP IN A CULTURE WHERE WOMEN DIDN’T BIKE.”

Selam Tilahun, on *Here to There*



Impact Area

Shape Policy

With policies that support access and choice for all, Minnesota can seize the full potential for transportation to improve quality of life. We advance lasting policy change in the workplace and at all levels of government.

2017 HIGHLIGHT: SHARED MOBILITY ACTION PLAN

A maze of policies and organizations govern how Minnesotans get around: from bills at the legislature, to city ordinances, to county-level railroad authorities. It's only getting more complex as more ways of getting around emerge: walking, Metro Mobility, bus, bikes, bikeshare, scootershare, light rail, heavy rail, Lyft and Uber, HourCar, eBikes...and more sure to come.

That's why Move Minnesota partnered with the Shared Use Mobility Center and the McKnight Foundation to help create the first-ever Twin Cities Shared Mobility Action Plan.

The Shared Mobility Action Plan, released in 2017, led directly to the creation of the Shared Mobility Collaborative, a group of public, private, nonprofit and community-based champions for public transit, active transportation, social equity, and economic development. Together, members of the Collaborative are assessing policy changes and working in tandem to re-imagine transportation in our region.

Impact Area

Change Behavior

We create opportunities for Minnesotans to learn about and experience transportation options firsthand. Inspiring more people to bike, walk, and bus means fewer cars on the road.

2017 HIGHLIGHT: MORE PEOPLE ON BIKES

Move Minnesota works with all kinds of organizations to help make walking, biking, rolling, and transit easier for employees, customers, and commuters. As part of our Women on Bikes programming in 2017, we partnered with the Saint Paul Public Housing agency to lead skill-building rides for new riders enrolled in their Orange Bike program. We facilitated hands-on workshops that covered state bicycle laws, basic bicycle maintenance, safety tips, trip planning, and how to ride in a group. Over 30 new riders joined us to build their comfort with bicycling, accessing a new way of moving around and receiving a new bike at the end of the season!

We not only work with organizations, but communities: Move Minnesota hosts the ZAP Twin Cities bicycle commuter incentive program in partnership with hardware producer Dero. Formerly housed at separate organizations, Move Minnesota brought the Minneapolis and Saint Paul programs together under one roof in 2017, and now serves over 3000 ZAP commuters!



“I LOVE THE
SOUND OF THE
ZAP BEEP! IT
**BRIGHTENS
MY DAY!**”

Leah Hiniker, ZAP Twin Cities user





Our Mission

**We lead the movement
for an equitable
transportation system
in Minnesota that
puts people first.**



BOARD OF DIRECTORS

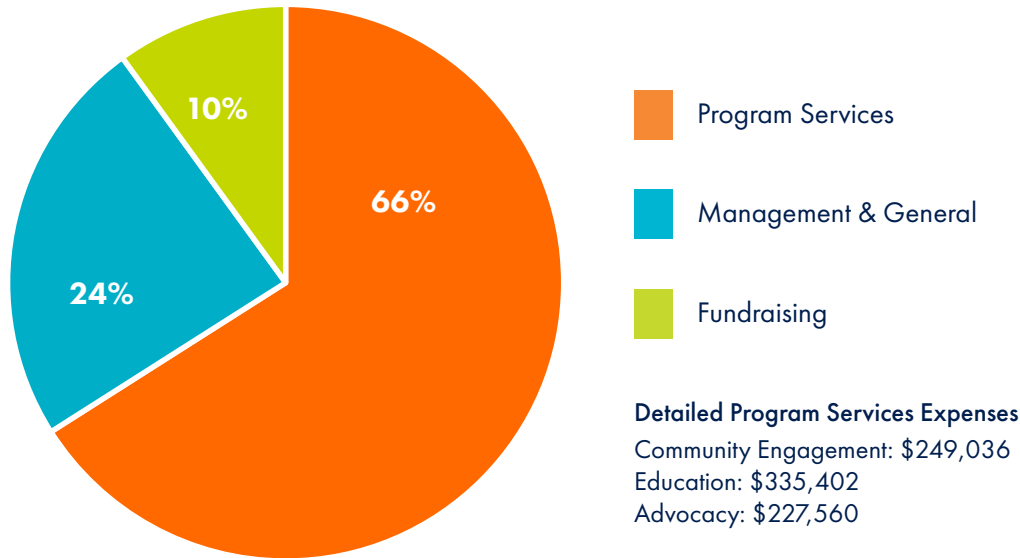
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2017 FINANCIALS

Stewardship is a core value at Move Minnesota. We are committed to using all organizational resources thoughtfully and responsibly, to ensure we're able to make a positive impact in 2017—and for years to come.



Audited financial statements are available upon request.

Statement of Activities	2017
Revenue	
Foundations & Grants	\$362,500
Contracts	\$792,566
Contributions	\$43,441
Other Revenue	\$24,748
Total Revenue	\$ 1,223,255
Expenses	
Program Services	\$811,998
Management & General	\$292,477
Fundraising	\$117,236
Total Expenses	\$1,221,711
Change in Net Assets	\$1,544
Summary of Financial Position	
Current Assets	\$1,335,804
Net Property & Equipment	\$54,156
Total Assets	\$1,389,960
Liabilities	\$60,636
Net Assets	\$1,329,324
Total Liabilities & Net Assets	\$1,389,960

Thank you to the generous individuals, foundations, corporations & organizations whose financial support in 2017 powered our work at Move Minnesota!

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January 1-December 31, 2017

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Amazon Smile Foundation
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The Center for Prevention at Blue Cross
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Improvement Program
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Nexus Community Partners
Quality Bicycle Products
The Richard and Joan Newmark Fund
Right Track, City of Saint Paul
The Saint Paul Foundation
SMART Transportation Division
Twin Cities Bicycling Club
UnitedHealth Group
US Bank

THANK YOU

move

MINNESOTA

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Join the movement to transform transportation in Minnesota!

VOLUNTEER

DONATE

TAKE ACTION

SHARE YOUR STORY



**VISIT [MOVEMN.ORG](https://www.moveMN.org)
TO GET INVOLVED**