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Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
Must be filed by March 31
Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Apparatus

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

Please see additional paperwork included.

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

[Signature]
Signature of Public Benefit Corporation's Chief Executive Officer

April 1, 2018
Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

laura@apparatusmn.org

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Laura 952 239 9150
Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
Yes No

Summary:

Apparatus GBC is a public affairs consultancy working at the nexus of natural, social, and built systems. We provide both client-oriented consulting services and engage in independent and sponsored research and advocacy. We help clients from across industries and sectors promote social justice and advance the common good. We offer our services exclusively to organizations and projects that seek to improve our social, natural, and built environments. Our services and methods are premised on enhancing meaningful and inclusive deliberation around issues that present opportunities and challenges for different segments of society. In conducting our work, we insist on maintaining the highest ethical standards for research integrity, community engagement, and professional and political activities.

Ways in which we pursued and created public benefit in 2017:

- **Here to There Podcast**

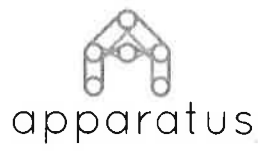
- Apparatus Developed and produced the *Here to There* podcast and dedicated interactive and educational website (<https://www.heretotherepodcast.org/>) with collaborative help from Transit for Livable Communities
- Description of work: The ways we commute and the ways we live are inextricably linked. Join us for 10 trips around the Twin Cities in 10 episodes. For each trip, we select a destination--not a place but a goal for our mobility system that we'd like to reach (e.g., accessibility, affordability, sustainability, equity). We start each trip in the here and now, and (literally) ride along with one Twin Cities resident on their commute (by car, by bus, by bike, by foot, and more) as they share their story of how mobility options affect their life. We conclude each episode by discussing emerging challenges and opportunities with a local leader in policy, technology, advocacy, or thought.
- Key Goals:
 - Advance meaningful policy discussions about multimodal transportation in the Twin Cities
 - Discuss and demonstrate human dimensions of multimodal transportation (e.g. equity, health, accessibility)
 - Center discussions of transportation and transportation policy on voices from underserved communities spanning different races, genders, socioeconomic levels, education levels, etc.
- 10 episodes, each including a commute with a Twin Cities resident and input from a thought leader/policy maker/advocate
- Notable results:
 - Desire from lawmakers to take the Accessibility Walk we experienced in episode eight in order to better understand accessibility in our communities
 - 10,000 listens (and counting!), local and national press

- Follow up requests to talk with policy makers, transportation organizations (including Met Council and Metro Transit), student groups (U of M Infrastructure Committee), and more
 - Notable guests: MnDOT Commissioner Charlie Zelle, ret. Met Council Chair Adam Duininck, State Senator Scott Dibble, Thor Companies CEO Ravi Norman, Blue Cross Blue Shield Policy Lead Vayong Moua, Move Minneapolis ED Mary Morse Marti
 - Wrap party held at Metro Transit Blue Line Facility and keynoted by GM Brian Lamb
- **Robotics Alley Virtual Policy Forum**
 - Apparatus proudly presented the first-ever Robotics Alley Conference & Expo Virtual Policy Forum. The Forum provided an integrated platform for both Robotics Alley attendees and the public at large to learn and engage about the social, ethical, legal, and policy dimensions of robotics and automation. In addition to in-depth interviews with presenters and thought leaders, Apparatus hosted a Legislator Panel with four Minnesota representatives on hand to discuss the challenges and opportunities facing Minnesotans at a political level.
 - Key Goals:
 - Bridge the gap between legislators and technology developers
 - Advance discussion of how robotics can create opportunities and challenges for Minnesota's economy and workers
- **Keep MN Clean**
 - KeepMNClean is a multi-faceted, multi-media groundswell campaign developed and delivered by Apparatus to help the coalition of Minnesota's environmental and conservation non-profits engage and encourage the public to take action around environmental issues at the state legislature. An education-meets-action initiative, Apparatus developed, curated, and maintained content ranging from original graphics to a web portal to social media posts to daily action email alerts that inspired participation.
- **Drive Together MPLS**
 - Drive Together MPLS is a public-private-community collaboration to support planning around the convergence of self-driving cars, vehicle electrification, and car-sharing. The project will connect Minneapolis residents, communities, workers, employers, businesses, services, developers, and public officials to anticipate how autonomous vehicles, electric vehicles, and car sharing can converge to create a cleaner, safer, more equitable, more connected, more prosperous, and more livable Minneapolis.

- **Legislative Consulting and Representation for Friends of the Mississippi River**
 - Apparatus principal Leili Fatehi served as a legislative consultant to Friends of the Mississippi River during the 2017 state legislative session defending against record rollbacks to our state's environmental protections and regulations.

The Board of Directors of Apparatus adopted IRIS (<https://iris.thegiin.org/>) as our third-party standard and determined it to be independent. We selected IRIS because its performance metrics are best suited to our work product, which lends itself better to qualitative assessment rather than quantitative measurements. The Board selected the following IRIS Metrics to evaluate our performance:

- **Sector to Influence:** describes the sector(s) in which the organization focuses and seeks to influence.
 - Transportation
 - Housing
 - Technology
 - Energy
 - Public Sector
- **Social and Environmental Performance Reporting:** indicates whether the organization reports its social and environmental performance to relevant stakeholders.
 - Apparatus provides transparent reporting of our work's social goals and impacts to partners, relevant stakeholders, and the public.
- **Community Engagement Strategy:** Indicates whether the organization implements a strategy to manage its interactions with local communities affected by its operations.
 - Community engagement is one of the three pillars of our organizational approach.
- **Full-time Employees Female:** Number of paid full-time female employees at the organization as of the end of the reporting period.
 - 100% of our employees are full-time female.
- **Client Type:** Describes the types of entities that are buyers or recipients of the organization's products/services.
 - Non-profit organizations advocating on behalf of the environment or multi-modal transportation; progressive political candidates; legislators; technology developers
- **Target Beneficiary Demographic:** Describes the demographic groups of beneficiaries targeted by the organization.
 - People of color, people with disabilities, seniors, all who breath the air and drink the water



Respectfully Submitted by
Laura Monn Ginsburg
Owner & Principal

Reviewed and approved by Apparatus Board
12/31/17



Work Item 1017509400037
Original File Number 935055100056

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
05/02/2018 11:59 PM

Steve Simon

Steve Simon
Secretary of State