Red Rock Corridor Commission Agenda

4:30 p.m. Thursday, April 24th, 2025

St Paul Park City Hall

	Action Requested
1. Introductions / Roll Call	Information
2. Pledge of Allegiance	Information
3. Comments from the Public	Information
4. Election of Chair*	Election
5. Election of Vice Chair*	Election
6. Approval of Agenda	Approval
7. Approval of September Minutes*	Approval
8. Presentation – Red Rock Corridor Overview*	Information
9. Update on Washington County Transit Needs Study*	Information
10. Update on Network Now*	Information
11. Communications Update*	Information
12. Other a. Commissioner Reports b. Next Meeting – *July 24, 2025*	Information
13. Adjourn	Approval

**Enclosures*

RED ROCK
SOUTHEAST CORRIDOR

DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Election of Chair

The Red Rock Corridor Commission bylaws state that the Commission shall elect a Chair and Vice Chair from its membership at the first meeting of the calendar year. Officers serve for a one-year term or until their successors are elected.

Action
Election of Chair

RED ROCK
SOUTHEAST CORRIDOR

DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Election of Vice Chair

The Red Rock Corridor Commission bylaws state that the Commission shall elect a Chair and Vice Chair from its membership at the first meeting of the calendar year. Officers serve for a one-year term or until their successors are elected.

Action
Election of Vice Chair

Meeting Minutes

September 30, 2024, 4:00 p.m.
St. Paul Park City Hall

Commission Members	Agency	Present
Karla Bigham	Washington County RRA	X
Mai Chong Xiong (Alternate)	Ramsey County RRA	X
Monique Garza	City of Cottage Grove	X
Cheniqua Johnson	City of St. Paul	X
Char Whitbred-Hemmingson	City of St. Paul Park	
Dave Pemble	City of Hastings	X
Marvin Taylor	City of Newport	X

Staff	Agency	Present
Andrea Rehm	Washington County RRA	X
Lyssa Leitner	Washington County RRA	X

Other Attendees	Agency	Present
Susan Vento	Metropolitan Council	X
Adam Harrington	Metro Transit	X
Scott Thompson	Metro Transit	X

DRAFT

Agenda Item #1: Introductions / Roll Call

Chair Bigham called the meeting to order. Quorum was met.

Agenda Item #2: Pledge of Allegiance

The Commission stood for the Pledge of Allegiance.

Agenda Item #3: Comments from the Public

No comments.

Agenda Item #4: Approval of Agenda

Xiong made a motion to approve the agenda. Pemble seconded. All were in favor. **Approved.** Motion carried.

Agenda Item #5: Approval of January 2024 Minutes

Garza made a motion to approve the minutes. Pemble seconded. All were in favor. **Approved.** Motion carried.

Agenda Item #6: Presentation: Metro Transit's Network Now

Chair Bigham welcomed Sue Vento, Metropolitan Council member for District 12.

Vento said she was excited to hear the presentation, but more importantly, to hear feedback from the Commission. Network Now is an opportunity to broaden transportation options, particularly in the suburbs and outer ring. A main priority is improving quality of life, in both the professional and personal standpoint—transit has more and more become a part of that. She thanked the Commission for the invitation and welcomed commission members to reach out whenever.

Adam Harrington, Director of Service Development for Metro Transit, presented the attached presentation. At a high level, he described changes over the last few years that prompted Network Now, a vision on how to improve transit service through 2027. Network Now was guided by performance analysis of the transit network, policy from the Metropolitan Council, and input collected through public engagement activities in 2023.

Harrington described the draft concept plan. Overall, the plan will expand service by more than 35%, improve coverage and mobility by expanding bus routes and Metro micro service, and redesign express and commuter services to meet today's needs.

Harrington described the proposed changes in the Red Rock Corridor. He noted that Washington County will see a major increase in service hours largely due to Gold Line BRT, which will come online in March 2025. The Red Rock Corridor will see 2 new routes, 1 route with frequency improvements, and is adjacent to the METRO Gold Line and micro zone in Woodbury. Harrington noted that the public comment period will last through November 15, and then the draft concept plan will be brought before Met Council in early 2025 for approval.

Garza noted that area Park and Rides are underutilized, especially in Cottage Grove, and asked if there was opportunity to use those facilities for sporting events. Bigham noted Washington's County's interest in the idea of park and rides used for large events as well.

Harrington stated that the suggestion is an idea Metro Transit is aware of and that it comes with logistical challenges that they continue to work through.

Pemble noted in the 80s, a parking area was set aside in Hastings intended for transit purposes—but the area has not been used in that way, partially because of the inconvenience of getting off and on Hwy 61. He asked if there were any future plans or opportunities for this lot to give better access to people in eastern Dakota County.

Harrington described a trend Metro Transit has seen in recent years—the "downstream effect" is when people farther out will drive into a closer facility before getting on transit. He added that they will keep an eye on market changes for opportunities for the Hastings facility.

Bigham noted that Washington County is exploring the idea of circulator service in the Cottage Grove business park area to improve local access.

Xiong noted that service at McKnight has been discontinued but the need is still there. She provided the example of people that WIC-eligible not enrolling in the program because they lacked access to WIC offices. She asked how micro zones are determined.

Harrington stated that the 8 proposed micro zones are located near transit centers and where there will be METRO lines. There will likely be future opportunities for additional zones once Metro Transit gains more experience and insights in managing this newer element of the transit system.

Harrington described the 323 route which does serve the noted area, at least for commuters. He noted his appreciation for Commissioner Xiong highlighting this market and service need, which Metro Transit can look into further.

Garza suggested looking at the location of key service centers (like WIC offices) when improving or developing new routes, with the intention to create simple, direct routes.

Taylor stated his excitement about route 354 and for the east-west access transit users will gain. He noted his surprise at the lack of weekend service, as people do still need to access retail, jobs, etc on the weekend. He noted that Newport residents particularly do not have retail opportunities in town.

Harrington stated it was a consideration – but because it is a brand new market, there will be a period of adjustment figuring out how to best serve the area.

Taylor asked how the City of Newport can best prepare the developing part of their city adjacent to the Woodbury micro zone for future transit, and if there is a possibility of the micro zone expanding to include Newport.

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Harrington noted that Metro Transit is continuing to work with their local partners on defining zone boundaries. He added that they will learn from operating these zones if expansion is possible while still maintaining their service time promise.

Johnson agreed with previous comments that weekend service is important to many people. She asked about check points or reporting schedules for usage of the new routes.

Harrington stated that Metro Transit will be closely monitoring new routes, and making adjustments and increasing promotion as needed.

Johnson asked that those findings be shared with local municipalities as they come out. She emphasized the importance of cities being involved as key partners in transit, and asked what Metro Transit's plan is to foster these partnerships.

Harrington stated that Metro Transit is happy to keep engaging with the Commission and the individual cities as service comes into these communities, from determining route logistics (e.g. where bus stops are located) though later parts of implementation (e.g. sharing ridership numbers / route performance).

Johnson noted her appreciation for the engagement conducted for this plan, and emphasized the importance of materials being translated into the different languages spoken across the metro and using trusted channels to distribute information.

Harrington agreed, and added there will be continued opportunities for feedback on routes as they roll out.

Bigham added that it's critical that City partners are included and have the necessary information, because they will be who residents go to with questions.

Bigham thanked East Metro Strong (Will Schroeer) and staff for their work on Red Rock's Vision Refresh. She thanked Chair Zelle and Metro Transit for responding to the Commission's concerns, and the recommendations that came out of the vision refresh. She shared her excitement for the east-west connection to the airport, and noted her suggestion that it start shortly after Gold Line service begins. She noted her desire for weekend service and a stop at the Mall of America, for both retail and employment opportunities. She emphasized that transportation is a top priority for Washington County. She asked that Metro Transit return to the Commission after the final plan is approved to provide an overview of any changes.

Vento noted that she serves on the Met Council's transportation committee, and again invited members of the Commission to reach out with any further comments. She also agreed with Johnson's comments on inclusivity in language, adding that the Met Council is also considerate of inclusivity for disabled and aging transit users.

Johnson agreed and reemphasized the importance involving cities so they can better plan their own supporting investments (e.g. new or improved traffic control measures, lighting, etc.).

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Agenda Item #7: 2025 Red Rock Corridor Commission Work Plan and Budget

Rehm summarized the draft 2025 Work Plan and Budget included in the packet, noting that the budget was similar to the 2024 budget. She stated that the total budget is completely covered by fund balance.

Xiong asked about the history of the fund balance.

Rehm stated that the Commission has two funding members, Washington County and Ramsey County. She added that it's been several years since funding members have had to contribute funds as the Committee has been operating on a lean budget and within the fund balance. She noted that the current fund balance is around $38,000.

Bigham added that the items included look good for 2025, but noted that Dakota County, a previous member of the Commission, should be reengaged because of the east-west service proposed in Metro Transit's Network Now.

Johnson asked about historical federal and state engagement.

Bigham noted that the smaller scale of Red Rock is a challenge in receiving federal attention, but more effort has been directed at the state level—including requests to the state legislature for funding for demonstration routes.

Xiong made a motion to approve the 2025 Work Plan and Budget. Pemble seconded. All were in favor. **Approved.** Motion carried.

Agenda Item #8:2025 Red Rock Corridor Commission Meeting Schedule

Rehm presented the 2025 proposed meeting schedule included in the packet.

Pemble made a motion to approve the 2025 Proposed Meeting Schedule. Garza seconded. All were in favor. **Approved.** Motion carried.

Agenda Item #9: Communications Update

Rehm reviewed the information provided in the packet.

Johnson asked if there are existing goals for the Commission's social media and how the Commission is gauging success of engagement efforts.

Rehm stated that in recent years, the Commission's Facebook page has seen a gradual increase in followers, but that no specific goals have been set. She added that staff can draft goals for the next Commission meeting.

Bigham agreed that setting specific goals is a good idea, and suggested that staff use the Facebook page to share Metro Transit's posts regarding Network Now public comment and highlighting the changes in the Red Rock Corridor.

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Pemble added that Red Rock posts could also passed along to corridor cities to reshare to their audiences.

Agenda Item #10: Other

No Commissioner reports.

Agenda Item #11: Adjourn

Chair Bigham adjourned the meeting.

DRAFT

RED ROCK
SOUTHEAST CORRIDOR

DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Red Rock Corridor Commission Overview

Staff will present the attached presentation which provides an overview of the Red Rock Corridor, for the benefit of new Commission members and the general public.

Action:
Information

Red Rock Corridor Overview

RED ROCK
SOUTHEAST CORRIDOR

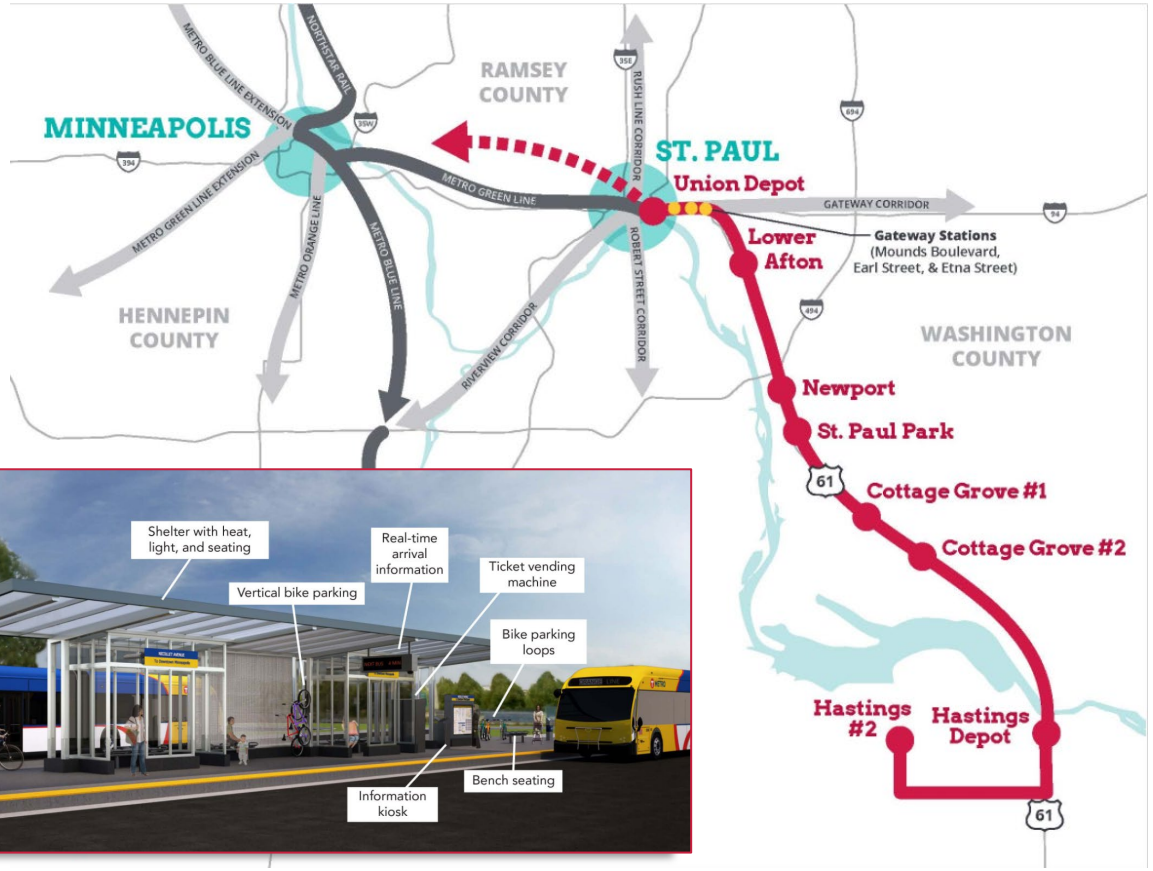
Red Rock Corridor Commission Meeting

April 24, 2024

St. Paul Park City Hall

Red Rock Corridor Description

- A growing portion of Ramsey and Washington Counties in the communities of Saint Paul, Newport, St. Paul Park, Cottage Grove, and Hastings along Minnesota Highway 61
- Regional, statewide, and national significance as a primary transportation route for automobile, truck, and rail travel



RED ROCK
SOUTHEAST CORRIDOR

Brief History

- **1990s-2014**
  - Considered for commuter rail
  - Station area planning; monitor other regional projects and trends; monitor ridership
- **2014 - Alternatives Analysis Update**
  - Considered land use, growth projections, forecasted ridership, estimated costs, and corridor goals and objectives
  - Concluded that BRT was best alternative for the corridor
- **2017 – Implementation Plan**
  - Further studied BRT in corridor
  - Developed near- and long-term recommendations
- **2023-2024 – Vision Refresh**

Milestone	Date(s)
Alternatives Analysis Study (AA)	2007
Station Area Planning	2009-2011
Alternatives Analysis Update (AAU)	2013-2014
Implementation Plan	2015-2017
Small Area Plans	2017-2018
Vision Refresh	2023-2024

RED ROCK
SOUTHEAST CORRIDOR

2025 Work Plan

General Activities

- Inform legislators of the need for improved transit service in the Red Rock Corridor.
- Offer guidance, monitor progress, and prepare formal comments on studies that could have an impact on the activities in the Red Rock Corridor.
- Work with state and local agencies to identify regional priorities for all transportation modes in the corridor.

New Vision Next Steps

- It is anticipated that 2025 activities will focus on coordination efforts and further investigation of recommended next steps.





RED ROCK
SOUTHEAST CORRIDOR

RED ROCK
SOUTHEAST CORRIDOR

A Vision for Serving and Connecting the Red Rock Corridor



Serve the whole corridor

Transit will connect people to all parts of the communities in the corridor.



Connect the corridor to other places

Transit will connect people to and from other regional destinations and transit services.



Work closely with employers and residents

Transit providers will include employers and residents in planning and providing services.

Questions?

Thank you!

Andrea Rehm
Red Rock Corridor Project Manager
Planner II, Washington County
andrea.rehm@washingtoncountymn.gov



RED ROCK
SOUTHEAST CORRIDOR

RED ROCK
SOUTHEAST CORRIDOR

DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Update on Washington County Transit Needs Study

From 2025 through early 2026, Washington County will be updating a 2018 Transit Needs Study, to evaluate the transportation needs of Washington County residents, with a focus on people with disabilities, limited mobility, seniors, people with low or limited income, transit dependent populations, and other who need access to jobs with non-traditional work hours.

While the goals and objectives from the 2018 study remain the same, a study update is necessary to better understand changing transportation realities and best prepare the county to address the needs of all the different types of communities.

Focus groups with transit dependent populations and pop-up engagement at events county-wide will be taking place Spring 2025 through early 2026.

Project Objectives

- Evaluate the current state of transportation for transit-dependent individuals in Washington County.
- Identify gaps and barriers to mobility.
- Identify and quantify county resources being used to provide transportation services.
- Identify future transportation needs.
- Recommend strategies to address those needs.

The latest information is available on the project webpage:
www.washingtoncountymn.gov/TransitNeedsStudy

Action:
Information

RED ROCK
SOUTHEAST CORRIDOR

DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Update on Network Now

Metro Transit has been undertaking their Network Now process over the past few years. The draft document, that proposes route changes/additions/removals throughout the entire region for the next five years, was presented to the Red Rock Corridor Commission on September 30th, 2024. Following that meeting, a letter documenting the Commission's discussion (attached) was submitted to Adam Harrington, Director of Service Development. This comment letter was one of 1,600 comments received on the draft Network Now plan. Metro Transit updated the plan and there were multiple positive changes aligned with the Commission's comments. Those changes are summarized below and maps of the updated route maps in and near the Red Rock Corridor are attached.

Summary of changes:

- Route 70 (east/west route generally south of I-94 between Snelling Avenue and Ruth Street) will increase frequency from 60 to 30 minutes; and weekend service will start earlier and end later.
- Route 219 (north/south route generally along Century Ave from County Road 12 to Valley Creek Rd) will operate earlier in the morning on weekdays, in part, to serve work shifts at FedEx in Mahtomedi.
- Route 301 (new north/south route from Gold Line's Woodlane Station to Cottage Grove) will be extended to serve additional destinations in Cottage Grove including Hy-Vee, Cottage Grove Business Park and various senior housing locations.
- Route 354 (new east/west route from Gold Line's Woodlane Station to MSP Airport and Mall of America) will be extended to serve Mall of America to connect an additional job center.
- Route 355 (express bus from Woodbury Theatre to Minneapolis) frequency will be reduced during the weekday rush hours from seven trips in each direction to four trips in each direction with the extension of Gold Line to downtown Minneapolis.
- Gold Line will be extended west from downtown Saint Paul to downtown Minneapolis, replacing Route 94.

Metro Transit's next steps are to draft an implementation timeline. The phasing of the various improvements will be based on resource availability (both workforce and fleet) as well as which projects have the highest potential for building ridership or filling key gaps in the network. Staff will stay engaged with Metro Transit during their implementation process and will provide updates on the status of changes.

Action:
Information

November 4, 2024

Adam Harrington
Director of Service Development, Metro Transit
719 Marquette Avenue
Minneapolis, Minnesota 55402

RE: Red Rock Corridor Commission Comments on Network Now

Dear Mr. Harrington,

As Chair of the Red Rock Corridor Commission, I wanted to take this opportunity to thank you for presenting an update on Metro Transit's Network Now at the Red Rock Corridor Commission's meeting on September 30th. The comments the Commission made regarding the draft plan are summarized below:

- The Commission is excited about the direction of the plan and expansion of transit service in the east metro, especially Route 354, which offers transit users convenient east-west access to destinations like the airport and Mall of America.

- The Commission emphasized the importance of continuing inclusive engagement, such as making information on new services available in commonly spoken languages such as Hmong, Karen, and others.

- The Commission suggested the following for continuing to improve the outlined service offerings:

    - Providing weekend service for the many transit users who work, shop, and travel over the weekend, particularly on the new Route 354
    - Increasing the frequency of east metro routes
    - Beginning service on the proposed east metro routes as soon as possible, ideally in line with the opening of Gold Line
    - Reevaluating the areas of St. Paul south of I-94 and east of TH 61 that do not have adequate service
    - Exploring the use of Park and Ride facilities for shuttle service to sporting events
    - Utilizing the parking facility set aside in Hastings for transit purposes
    - Considering access to services when developing and improving transit routes (e.g. WIC offices)

- The Commission stated the need for close collaboration with city partners on communicating route performance, developing future service, and preparing developing areas for future transit service which includes coordination on the surrounding roadway/pedestrian infrastructure.

The Red Rock Corridor Commission thanks you for the opportunity to comment on Network Now and looks forward to working with Metro Transit to progress transit in the Red Rock Corridor. If there is anything that we can do to assist you in Washington County, please contact me at karla.bigham@co.washington.mn.us.

Sincerely,



Karla Bigham
Chair, Red Rock Corridor Commission

cc: Red Rock Corridor Commission
Metropolitan Council Member Susan Vento

Route 70

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	30	30	30	30
Saturday	30	30	30	30
Sunday	30	30	30	30

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

Route Information

Service changes:

- Route 70 will be extended between downtown St. Paul and Snelling Ave./University Ave. via Selby Ave.
- Route 70B service will be discontinued along St. Clair Ave. and Cretin Ave. Alternate service is available on routes 63 and 74.
- All days: Frequency increased from every 60 minutes to every 30 minutes.
- Weekends: service will start earlier and end later.

Areas the route serves:

- Destinations include downtown St. Paul, Mounds Blvd., Pacific St., Burns Ave., Upper Afton Rd., Ruth St., Selby Ave., Midway Shopping Center, and Sun Ray Shopping Center
- Customers can make connections with A Line at Snelling Ave., G Line at Robert & 5th/6th St. Station, Green Line at Central Station, and B and Gold lines along 5th St./6th St. Customers can also make connections with Gold Line at Earl St. Station, Sun Ray Station, and with other routes at Sun Ray Transit Center.



Route 219

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	30	30	30	60
Saturday	30	30	60	-
Sunday	60	60	60	-

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

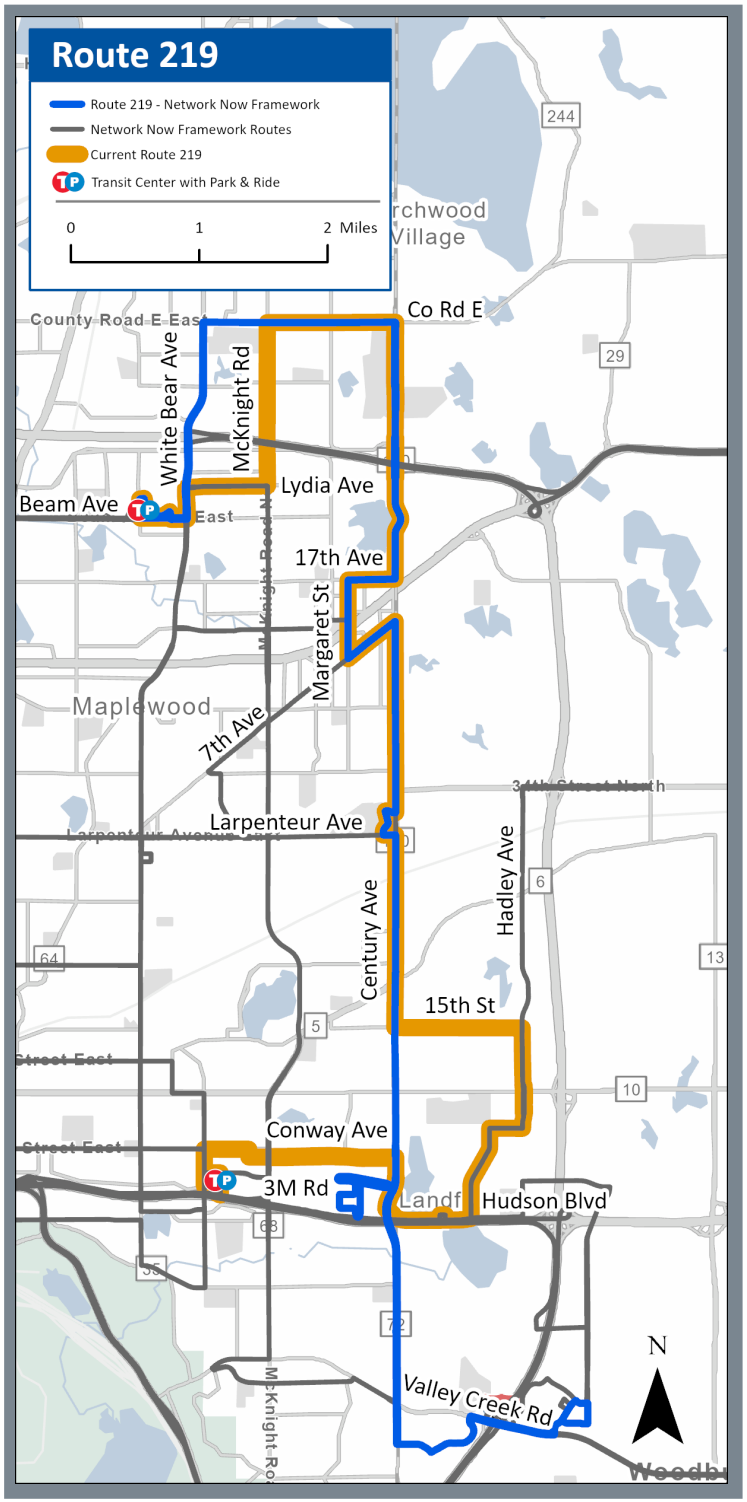
Route Information

Service changes:

- Weekdays: Service will operate earlier in the morning.
- Saturdays: Frequency will be improved from every 60 minutes to every 30 minutes and will operate later in the evening.
- Sundays: Service will be added every 60 minutes on Sunday.
- Route 219 will be restructured to no longer serve Lydia Ave. and McKnight Rd. in Maplewood, 15th St. and Hadley Ave in Oakdale, Hudson Blvd. in Landfall and Sun Ray Transit Center. The route is streamlined to operate along White Bear Ave. and Co. Rd. E and continue along Hwy. 120/Century Ave. with a new southern terminal at Woodlane Station in Woodbury.
- Alternate service along Lydia Ave. is available on new Route 215, along Hadley Ave. on new Route 221.

Areas the route serves:

- Destinations include White Bear Lake, Maplewood, and Woodlane Station in Woodbury for connections with Gold Line, M Health Fairview – Woodwinds Hospital, and Woodbury Village shopping center.
- Customers can make connections with other routes at Maplewood Mall Transit Center and Gold Line at either Maplewood (3M) Station or Woodlane Station in Woodbury.



Route 301

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	60	60	60	-
Saturday	-	-	-	-
Sunday	-	-	-	-

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

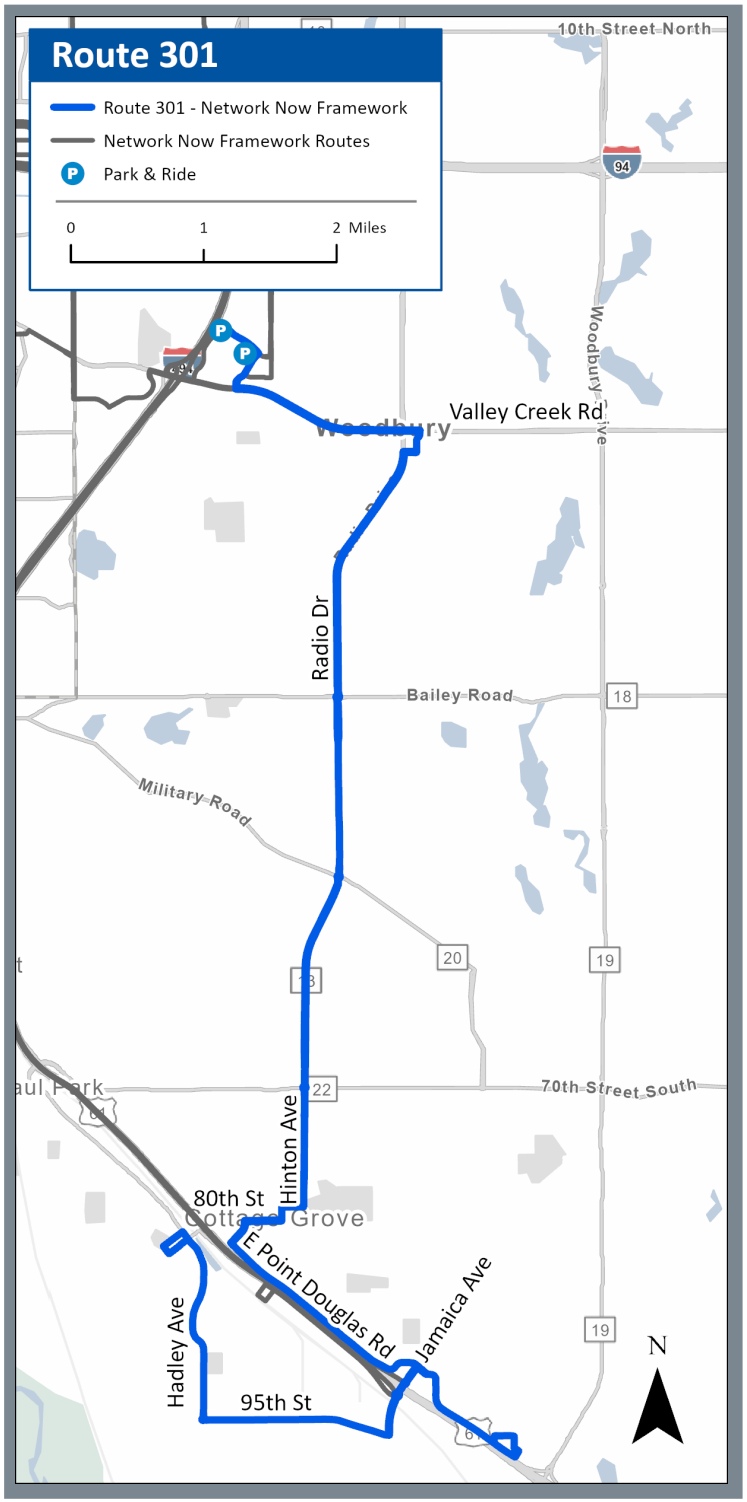
Route Information

Service changes:

- New suburban local route in Woodbury and Cottage Grove along Valley Creek Rd., Radio Dr./Hinton Ave., 80th St., E. Point Douglas Rd., 95th St., and Hadley Ave. between Woodlane Station in Woodbury and Norris Square (retirement community) in Cottage Grove.
- Operates every 60 minutes on weekdays.

Areas the route serves:

- Destinations include Woodbury Village shopping center, Woodbury City Hall, M Health Fairview Sports Center, Woodlane Station in Woodbury for connections with Gold Line, Park High School, Hy-Vee, Cub, Target, Aldi, Walmart, and Cottage Grove Business Park.
- Customers can make connections with other routes and Gold Line at Woodlane Station in Woodbury.



Route 354

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	60	60	60	-
Saturday	-	-	-	-
Sunday	-	-	-	-

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

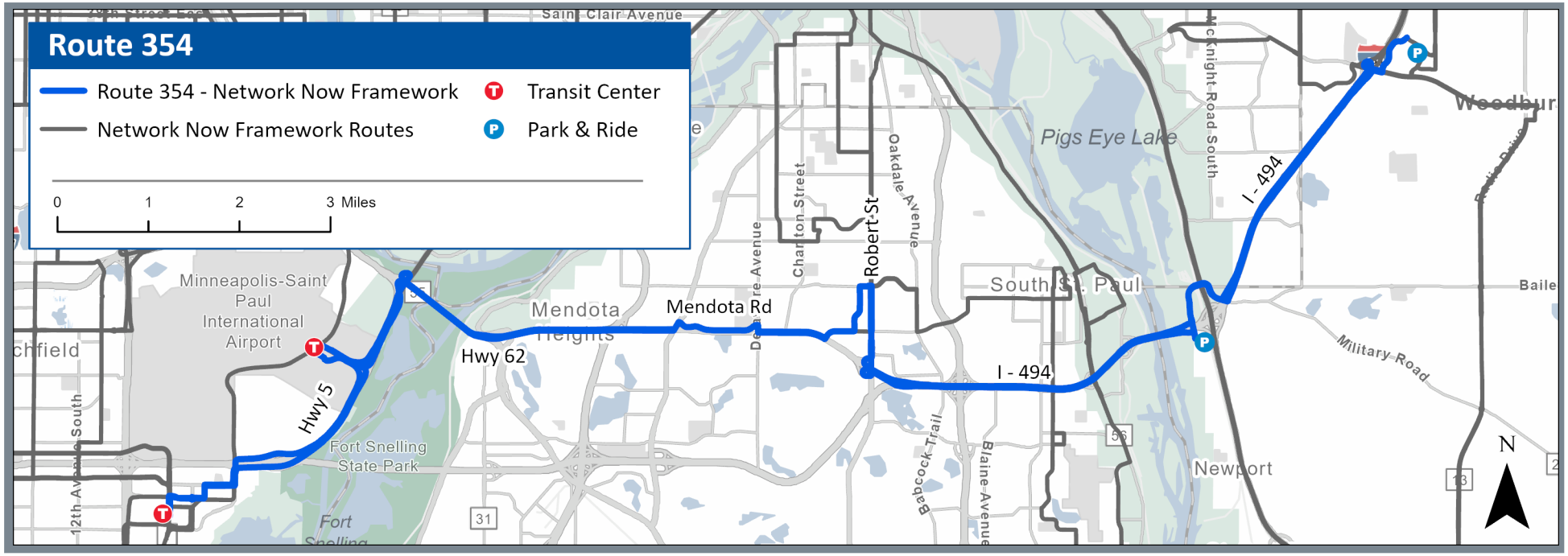
Route Information

Service changes:

- New route traveling on I-494 and Hwy. 62 between Woodlane Station in Woodbury, Newport Transit Station, MSP airport, and Mall of America.
- Weekdays: Service operates every 60 minutes during rush hours, midday, and evening.

Areas the route serves:

- Stops will be added along Robert St. and Mendota Rd. in West St. Paul to connect to Route 68, 75, and G Line, and along Mendota Rd. between Delaware Ave. and Dodd Rd. in Mendota Heights.
- Customers can connect with Blue Line at Mall of America Station or MSP Terminal 1 Station, G Line at Dakota County Northern Service Center Station, and Gold Line at Woodlane Station.



Route 355

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	4 trips	-	-	-
Saturday	-	-	-	-
Sunday	-	-	-	-

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

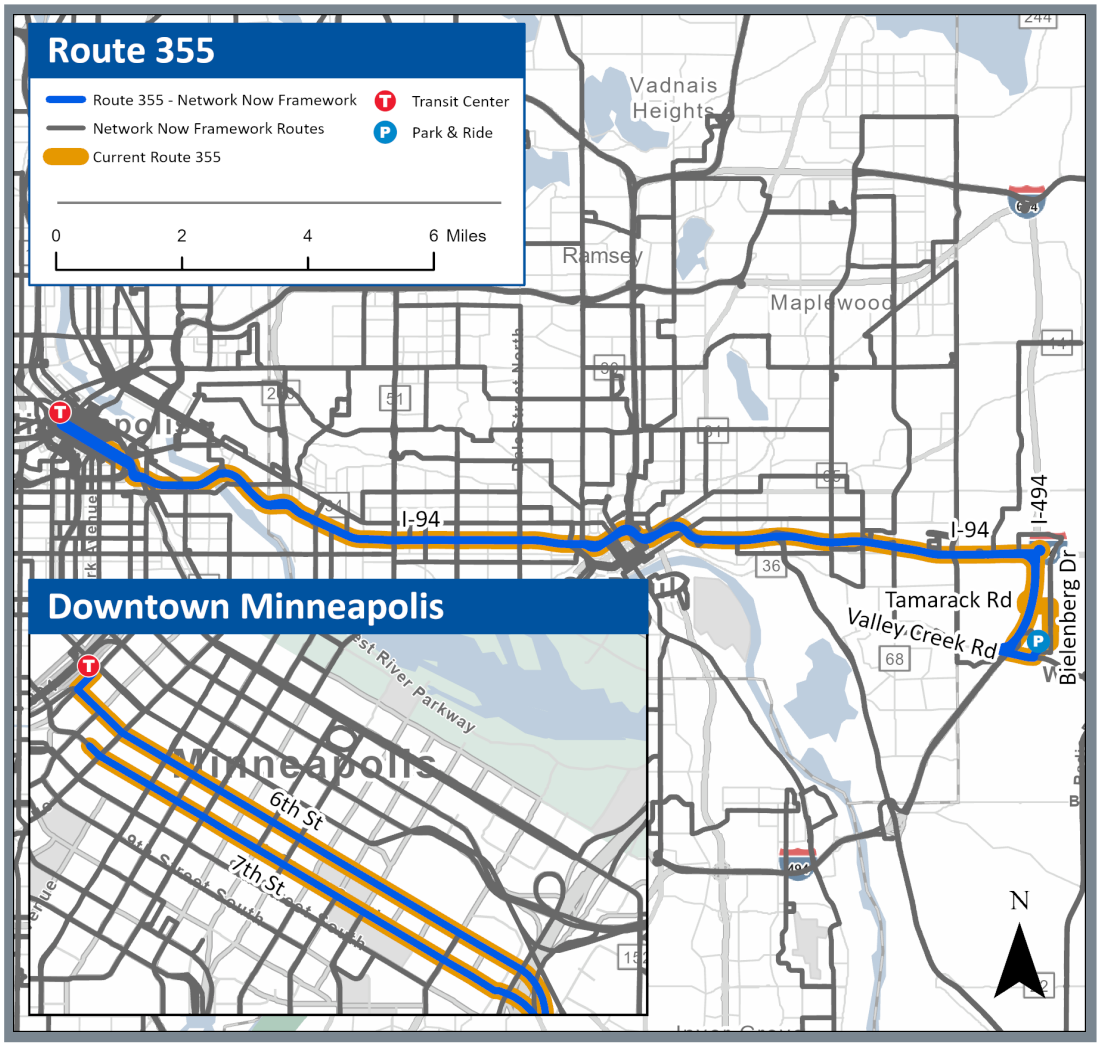
Route Information

Service changes:

- Frequency will be reduced to four trips during the morning and afternoon rush hours on weekdays. Alternate service is available on Gold Line Extension.

Areas the route serves:

- Route 355 operates as express service from Woodbury Theatre Park & Ride to downtown Minneapolis.



METRO Gold Line

NetworkNOW

Planned Schedule

	Rush Hour	Midday	Evening	Night
Weekday	10	10	30	30
Saturday	15	15	30	30
Sunday	15	15	30	30

Note: frequencies (shown in minutes) are for the main portion of the route and intended as guidelines.

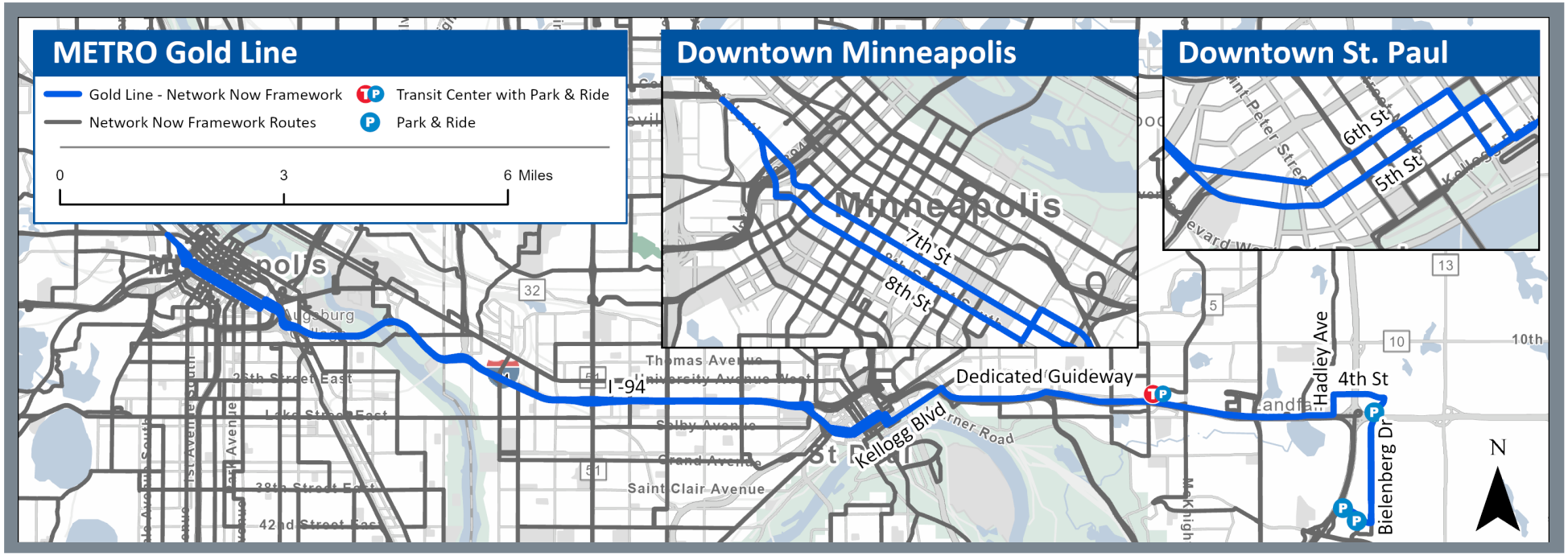
Route Information

Service changes

- Gold Line is a new bus rapid transit route between Minneapolis, St. Paul, Maplewood, Oakdale, and Woodbury.
- Gold Line will open in two phases. Gold Line (Phase 1) will include the eastern portion of the corridor, from downtown St. Paul to Woodbury and opens in March 2025. Gold Line Extension will include the western portion of the corridor from downtown St. Paul to downtown Minneapolis and will open in 2027.
- Operates every 10 minutes on weekdays during morning rush hours, midday, afternoon rush hours and every 30 minutes in the evening and at night.
- Operates every 15 minutes on weekends during the morning, midday and late afternoon and every 30 minutes in the evening and at night.
- Gold Line (Phase 1) will replace existing Route 294 between Maplewood and downtown St. Paul, existing Route 350 between Sun Ray Transit Center and downtown St. Paul, and existing Route 351 between Woodbury and downtown St. Paul.
- Gold Line Extension will replace existing Route 94 between downtown Minneapolis and downtown St. Paul.

Areas the line serves:

- Gold Line operates from Woodbury to downtown Minneapolis with stations at Snelling Ave.
- Customers can make connections in downtown St. Paul with G Line at Robert & 5th/6th St. Station, Green Line at Central Station and B Line along 6th St. Customers can also make connections with A Line at Snelling Ave. & University Ave., C and D lines along 7th St., Orange Line at Marquette Ave. & 7th St. Station and E Line at Hennepin Ave. & 7th/8th St. Station in downtown Minneapolis. Customers can also make connections with other routes at Sun Ray Transit Center and Woodlane Station in Woodbury.



DATE: April 24, 2025

TO: Red Rock Corridor Commission

FROM: Staff

RE: Communications Update

At its September 2024 meeting, the Red Rock Corridor Commission asked staff to prepare a public engagement strategy, noting the importance of an effective social media presence. Draft Communications and Engagement Goals and Strategies are presented below for Commission feedback.

Communications and Engagement Goals and Strategy

Inventory of Public Engagement Tools

- Website: Capability for blog posts ("news") can be utilized for longer form content. Calendar widget can be used to share information about meetings and events. More generally, Staff have been working to update language across the website to reflect the refreshed vision.
- Facebook Page: Historically, staff has aimed to keep the Red Rock Corridor Commission Facebook page active by posting transit-related news from across the region. As of 04/15/2025, the Red Rock Corridor Facebook page has 417 likes and a total of 418 people follow the page.

Communications and Engagement Goals

Goal 1: Develop a content moderation policy for Red Rock Corridor website and social media.
Goal 2: In 2025, post every two weeks to the Red Rock Corridor Facebook page.
Goal 3: In 2025, increase Red Rock Corridor Facebook page followers by 10% (42 new followers)

Strategies

- Create social media manager list for member cities, send request to repost when RR content is published
- Schedule posts on peak days / hours and promote page to targeted areas.
- Social Media Campaign: What transit in RRC means to me / my city / my County…
    - Monthly series - Each Commission member takes a picture of themselves holding a sign in their city/county, answering the above question (tentatively begin May/June)
- Annually review and update goals and strategies (Q4 RRCC Meeting)

Action
Information