Red Rock Corridor Commission Agenda
4:30 p.m. Thursday, May 28, 2015

Newport City Hall
596 7th Avenue
Newport, MN 55055

	Action Requested
1. Introductions	Information
2. Approval of Agenda	Approval
3. Consent Items*	Approval
a. Checks and Claims	
b. Minutes from the February and March	
4. Implementation Plan Update*	Discussion
a. Open House/Engagement Update	
b. East Metro Strong Development Conversation	
c. Alternatives to Analyze in Implementation Plan	
5. Communication Update*	Information
a. Project Awareness through Facebook	Approval
b. Business and Civic Advisory Committee Profiles	
c. Other	
6. Other	Information
a. Commissioner Reports	
b. Next Meeting, June 25th at 4:30 at Newport City Hall	
7. Adjourn	Approval

**Enclosures*

For questions regarding this material, please contact Lyssa Leitner, Washington County Regional Railroad Authority at (651) 430-4314.

RED ROCK
SOUTHEAST CORRIDOR

DATE: May 13th, 2015

TO: Red Rock Corridor Commission

FROM: Staff

RE: Checks and Claims

Included is the:

Johnson Group		
February Invoice		$3,462.50
March-April Invoice		$6,650.00
Kimley Horn		
March Invoice		$11,127.14
April Invoice		$23,420.87
	TOTAL	**$44,660.51**

Details on the overall status of the budget for these contracts are attached.

Action:
Approval

Red Rock Corridor Communications

Consultant Johnson Group
Contract No. 8922
Expiration Date 5/31/2015
Business Unit Public Works
Object Code
Updated

Task No.	Task Description	Johnson Group	Task Total
1.0	**Branding**	$2,550.00	$2,550.00
2.0	**Website Design & Development**	$13,500.00	$13,500.00
3.0	**E-News Distribution**	$7,200.00	$7,200.00
4.0	**Webhosting**	$180.00	$180.00
5.0	**10% Contingency**	$2,160.00	$2,160.00
NA	**Additional Contingency**	$4,410.00	$4,410.00
	Total Contract Cost	$30,000.00	$30,000.00
	Total Project Cost	$30,000.00	$30,000.00

Invoice Number / Date	Tasks					Total Contract Cost	Total Project Cost
	Branding	Website Design & Development	E-News Distribution	Webhosting	Contingency		
1018874 / 6/26/14				$180.00		$180.00	$180.00
1018953 / 7/31/14	$1,650.00	$1,050.00			$375.00	$3,075.00	$3,075.00
1019042 / 8/29/14					$150.00	$150.00	$150.00
1019121 / 9/30/14	$562.50					$562.50	$562.50
1019197 / 10/30/14	$287.50				$99.00	$386.50	$386.50
1019266 / 11/26/14		$2,250.00	$2,346.00			$4,596.00	$4,596.00
1019332 / 12/31/14		$8,100.00				$8,100.00	$8,100.00
1019416 / 1/29/15					$487.50	$487.50	$487.50
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
						$0.00	$0.00
Amount Billed to Date	$2,500.00	$11,400.00	$2,346.00	$180.00	$1,111.50	$17,537.50	$17,537.50
Percent Complete	98.0%	84.4%	32.6%	100.0%	16.9%	58.5%	58.5%
Amount Remaining	$50.00	$2,100.00	$4,854.00	$0.00	$5,458.50	$12,462.50	**$12,462.50**

Red Rock Corridor Communications

Consultant Johnson Group
Contract No. 8922
Expiration Date
Business Unit Public Works
Object Code
Updated

Task No.	Task Description	Johnson Group	Task Total
1.0	**Email Marketing**	$7,200.00	$7,200.00
2.0	**Social Media Posting and Mgmt**	$2,100.00	$2,100.00
3.0	**Collateral Materials**	$6,900.00	$6,900.00
4.0	**Awarness Campaign**	$12,200.00	$12,200.00
5.0	**Community Outreach**	$6,000.00	$6,000.00
6.0	**Video Production**	$2,500.00	$2,500.00
7.0	**Website Updates & Maintenance**	$5,000.00	$5,000.00
8.0	**Website Hosting**	$180.00	$180.00
NA	**Contingency**	$1,920.00	$1,920.00
	Total Contract Cost	$44,000.00	$44,000.00
	Total Project Cost	$44,000.00	$44,000.00

Invoice Number / Date	Tasks									Total Contract Cost	Total Project Cost
	Email Marketing	Social Media	Collageral Meterials	Awareness Campaign	Community Outreach	Video Production	Website Updates	Website Hosting	Contingency		
1019740 / 5/1/15	$900.00	$1,295.00		$1,805.00		$2,500.00	$150.00			$6,650.00	$6,650.00
										$0.00	$0.00
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										$0.00	$0.00
Amount Billed to Date	$900.00	$1,295.00	$0.00	$1,805.00	$0.00	$2,500.00	$150.00	$0.00	$0.00	$6,650.00	$6,650.00
Percent Complete	12.5%	61.7%	0.0%	14.8%	0.0%	100.0%	3.0%	0.0%	0.0%	15.1%	15.1%
Amount Remaining	$6,300.00	$805.00	$6,900.00	$10,395.00	$6,000.00	$0.00	$4,850.00	$180.00	$1,920.00	$37,350.00	**$37,350.00**

Red Rock Corridor Implementtaion Plan

Consultant Kimley-Horn and Associates, Inc
Contract No. 9342
Expiration Date 10/31/2016
Business Unit
Object Code
Updated

Task No.	Task Description	Task Total
1.0	Project Management and Coordination	$70,116.87
2.0	Review and Assess Previously Completed Work	$3,053.60
3.0	Public Engagement and Agency Coordination	$58,886.28
4.0	Ridership Forecast	$79,613.60
5.0	Service Plan Development	$19,004.48
6.0	Capital and Operating Costs	$35,055.60
7.0	Update Station Planning to Reflect BRT	$21,446.16
8.0	Implementation and Financia Plan	$28,518.10
9.0	LPA Process	$19,599.52
10.0	Draft and Final Report	$17,102.48
11.0	Miscellaneous Services-Contingency	$40,000.00
	Total Contract Cost	$392,396.69
	Direct Expenses	$7,460.00
	Total Project Cost	$399,856.69

	Tasks													
Invoice Number / Date	Project Management and Coordination	Review and Assess Previously Completed Work	Public Engagement and Agency Coordination	Ridership Forecast	Service Plan Development	Capital and Operating Costs	Update Station Planning to Reflect BRT	Implementation and Financial Plan	LPA Process	Draft and Final Report	Miscellaneous Services-Contingency	Total Contract Cost	Direct Expenses	Total Project Cost
6550933 2/28/201	$1,843.31	$1,183.22	$8,100.61									$11,127.14	$0.00	$11,127.14
6633503 3/31/20	$14,182.08		$2,202.72									$16,384.80	$80.51	$16,465.31
												$0.00		$0.00
												$0.00		$0.00
												$0.00		$0.00
												$0.00		$0.00
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												$0.00		$0.00
												$0.00		$0.00
												$0.00		$0.00
Amount Billed to Date	$16,025.39	$1,183.22	$10,303.33	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$27,511.94	$80.51	$27,592.45
Percent Complete	22.9%	38.7%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%		
Amount Remaining	$54,091.48	$1,870.38	$48,582.95	$79,613.60	$19,004.48	$35,055.60	$21,446.16	$28,518.10	$19,599.52	$17,102.48	$40,000.00	$364,884.75	**$7,379.49**	**$372,264.24**

Meeting Minutes

February 26, 2015
Newport City Hall
4:30 p.m.

Commission Members	Agency	Present
Mike Slavik	Dakota County RRA	X
Marion Greene	Hennepin County RRA	
Janice Rettman	Ramsey County RRA	X
Jim McDonough	Ramsey County RRA	
Karla Bigham, Chair	Washington County RRA	X
Jen Peterson, Vice-Chair	City of Cottage Grove	X
Myron Bailey	City of Cottage Grove	
John Kummer	Denmark Township	
Mark Vaughan	City of Hastings	X
Cam Gordon	City of Minneapolis	X
Tracy Rahm	City of Newport	X
Amy Brendmoen	City of St. Paul	
Keith Franke	City of St. Paul Park	

Ex-Officio Members	Agency	
Ron Allen	Goodhue County	
Jess Greenwood	Goodhue County	
Judy Mitchell	Canadian Pacific Railway	
Marc Mogan	Prairie Island Indian Community	

Staff	Agency	Present
Jan Lucke	Washington County RRA	
Andy Gizlaff	Washington County RRA	
Lyssa Leitner	Washington County RRA	X
Josh Olson	Ramsey County RRA	
Mike Rogers	Ramsey County RRA	X
Joe Morneau	Dakota County RRA	X
Hally Turner	Washington County	X
Laura Kearns	Washington County	X
Joe Scala	Hennepin County	X
Ray Hoover	Hennepin County	X

Others	Agency
Ashley Van Burg	Kimley - Horn
William Reynolds	Kimley - Horn
Betsy Leach	District 1 Community Council St. Paul
Jeanne Witzig	Kimley – Horn
Katie White	Met Council
Tim Mayasich	Ramsey Council RRA

Agenda Item #1: Introductions

Chair Bigham called the meeting to order at 4:32PM. Introductions were made by commission members, staff and others present.

Agenda Item #2: Approval of Agenda

Motion was made by Commissioner Rahm to approve the agenda. Motion was seconded by Commissioner Peterson. All in favor, Motion Carries.

Agenda Item #3: Consent Items

a. Checks and Claims

b. Minutes from the January 22, 2015 Commission Meeting

Motion was made by Peterson to approve the checks and claims and the minutes from the January 22, 2015 commission meeting. The motion was seconded by Commissioner Rahm. All in favor, Motion Carries.

Agenda Item # 4: Update Bylaws

Ms. Leitner highlighted one change that was made to the bylaws which was the meeting date, time and location. Per the Washington County Attorney's Office the information does not need to be included within the bylaws; the bylaws just need to state that the commission will establish time/date/location and the information will be posted publically.

Commissioner Rettman asked if the 4th Thursday of each month was still relevant.
Ms. Leitner said yes.

Commissioner Bigham said thank you to the City of Newport for their hospitality to hold the meetings.

Motion was made by Commissioner Rettman to approve the updated bylaws. The motion was seconded by Commissioner Vaughn. All in favor, Motion Carries.

Agenda Item #5: Legislative

a. State/Federal Update

Ms. Leitner briefly covered the information on the state transportation funding proposals from the Governor, Senate, and House for 2015; a summary document that was provided within the packet.

DRAFT

Commissioner Bigham asked going into next year if the commission would be interested in holding a discussion on supporting a legislative platform. It is something that she would like the commission to think about.

b. State Bonding Request Resolutions of Support

Ms. Leitner said Washington County submitted a request for $1 million in state bond funding for engineering, environment analysis and preparation for an application to seek Federal Transit Administration (FTA) funds and/or grant funds for the Red Rock Corridor.

Commissioner Rettman asked if the commission had already voted on these items.

Ms. Leitner responded that no resolution of support actions have been taken for 2015. It was done in 2014.

Commissioner Peterson made a motion to support Washington County State Funding Request for Red Rock Corridor. The motion was seconded by Commissioner Rettman. All in favor, motion carries.

Mr. Rogers said Ramsey County submitted a request for $1 million in State General Funds for the completion of Environmental Analysis for the grade separation of Union Pacific Railroad and BNSF Railway mainline movements between Union Depot and the East Side of St. Paul. BNSF Railway, Union Pacific, Canadian Pacific and Ramsey County have all committed to match the state funding. Each partner will contribute $125,000 each for a total of $500,000.

Commissioner Rahm asked how this was going to affect freight traffic.

Mr. Rogers said it may alleviate some freight traffic but final design would depend on the environmental analysis and current freight volumes. If trains are sitting in Newport waiting to get through the "Y" in the Hoffman area, it would help with traffic.

Commissioner Bigham said Hoffman yards have been a hot topic, more now than before. Commissioner Bigham believes that it would be a good idea to schedule a meeting with the community and freight companies, and work with State and Federal partners.

Commissioner Rettman said that this needs to be brought to the attention of state legislators.

Commissioner Rettman made a motion to support the Union Pacific Railroad and Burlington Northern Santa Fe (BNSF) Railway Grade Separation Environmental Analysis. The motion was seconded by Commissioner Slavik. All in favor, motion carries.

Agenda Item #6: Communications Update

a. 2015 Communications Contract

Ms. Leitner gave a brief overview of the communications contract that is before the Commission for approval. In order to better align with the Commission's budgeting process staff is recommending that the Commission terminate the existing contract with Johnson Group and enter into a new contract with terms from March 1, 2015 – February 28, 2016.

DRAFT

Ms. Leitner said that the Johnson Group will also be focusing on:

- Increasing activity on Facebook.
- Making sure there are appropriate fact sheets, power point presentations along with additional information that staff and commission members will have available to give to others. Updating the existing videos with the new logo and removing inaccurate content. The funds available for 2015 only cover editing the videos; it does not include new content. If there was a desire to obtain new content there will need to be a new budget discussion.

Commissioner Bigham said she believes that it is important to update the videos. She spoke with the superintendent to reach out to the high schools video production classes and groups to see if they would be interested in working on the Red Rock video as a project. Commissioner Bigham said that she will follow up with him on that.

Commissioner Slavik asked how staff came up with February 28, 2016 as the end date to the contract.

Mr. Leitner said there are times that the commission doesn't have the budget approved by the end of December so the proposed contract terms will align with the overall budgeting process.

Commissioner Slavik asked if the commission approves the contract change that the dates listed on the new contract will be the dates that are to be expected on each contract going forward.

Ms. Leitner said that future communications contracts can have different dates to align with current activities in the Corridor.

Commissioner Bigham asked when they can expect a plan for community engagement.

Ms. Leitner said the contract that is currently being discussed is about communications for for the larger events that are Corridor-wide; for example; education for generally what the Red Rock Corridor is. Public Engagement specific to the Implementation Plan will be a part of the Kimley Horn contract.

Commissioner Vaughn asked if there is a way to measure our results.

Ms. Leitner said the best way to measure results is with the hits on social media. With Facebook ads you are able to see who actively engaged in the ads and who passively engaged in the ads. September would be the best time to discuss the outcomes of the communications efforts and decide if there is a need to go in a different direction and seek a new communications consultant. As of now, staff is very happy with the Johnson Group.

Motion was made by Commissioner Peterson to approve the 2015 Communications Contract. The motion was seconded by Commissioner Slavik. All in favor, Motion Carries.

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b. Website and Social Media

There have been 501 website views in the month of January. Facebook is up to 253 likes.

Agenda Item #7: Newport Transit Station Update

Commissioner Bigham said she met with the new Metropolitan Council Chair Duininck, Washington County HRA staff, and Newport Mayor Geraghty at the Newport Transit Station. There have been several phone calls about the lack of users at the station. The mayor of Cottage Grove suggested that the station could be a park and ride for the State Fair. It could help with publicity. There will be follow up conversations about building publicity for that station. Construction barrels have been removed from the Station so it looks open to the public.

Ms. Leitner added that staff is working with Metro Transit about ongoing marketing activities for the Station. The grand opening date is targeted for the first week in May.

Commissioner Bigham said that there will be a tour of the Newport Transit Station as part of the March Commission meeting. Depending on the meeting agenda everyone would then meet at the Newport City Hall after the tour or the entire meeting will be held at the Newport Station.

Commissioner Rettman said it could be beneficial to have additional signage at the Newport Station to show that the station is open and space is available.

Ms. Leitner said that would be something that would need to be discussed with Metro Transit.

Commissioner Gordon arrived at 5:15PM

Agenda Item #8: Implementation Plan Work

Kimley-Horn staff presented information about the Implementation Plan work plan. The presentation and summary of the conversation is attached.

Agenda Item #9: Other Information

a. Commissioner Reports

Commissioner Bigham said she talked with the Cottage Grove Chamber staff and there is going to be a presentation in May on the Red Rock Corridor. They have not had an update in a while and would like one. Commissioner Bigham also met with Renewal by Anderson they want to be partners in the project.

b. Next Meeting, March 26th at 4:00 at Newport Transit Station

c. Save the Date: East Metro Strong Visioning March 24th 11:00AM – 2:00PM

Agenda Item #10: Adjourn

Motion was made by Commissioner Peterson to adjourn. Commissioner Gordon Seconded. All in favor, Motion Carries.

The meeting was adjourned at 6:26PM.

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Meeting Minutes

March 26, 2015
Newport Transit Station
4:00 p.m.

Commission Members	Agency	Present
Mike Slavik	Dakota County RRA	x
Marion Greene	Hennepin County RRA	
Janice Rettman	Ramsey County RRA	
Jim McDonough	Ramsey County RRA	
Karla Bigham, Chair	Washington County RRA	x
Jen Peterson, Vice-Chair	City of Cottage Grove	x
Myron Bailey	City of Cottage Grove	
John Kummer	Denmark Township	
Mark Vaughan	City of Hastings	x
Cam Gordon	City of Minneapolis	
Tracy Rahm	City of Newport	x
Amy Brendmoen	City of St. Paul	
Keith Franke	City of St. Paul Park	

Ex-Officio Members	Agency	
Ron Allen	Goodhue County	
Jess Greenwood	Goodhue County	
Judy Mitchell	Canadian Pacific Railway	
Marc Mogan	Prairie Island Indian Community	x

Staff	Agency	Present
Jan Lucke	Washington County RRA	
Andy Gizlaff	Washington County RRA	
Lyssa Leitner	Washington County RRA	X
Josh Olson	Ramsey County RRA	X
Mike Rogers	Ramsey County RRA	
Joe Morneau	Dakota County RRA	X
Hally Turner	Washington County	X
Laura Kearns	Washington County	
Joe Scala	Hennepin County	X
Ray Hoover	Hennepin County	

Others	Agency
Melissa Taphorn	Washington County HRA
Betsy Leach	District 1 Community Council St. Paul
Kathryn Paulson	Washington County HRA
Cali Owings	Finance and Commerce
Ellen Biales	City of St. Paul—Ward 7

Agenda Item #1: Introductions

Chair Bigham called the meeting to order at 4:05 PM. Introductions were made by commission members, staff and others present.

Agenda Item # 2: Tour of the Newport Transit Station

Lyssa Leitner explained that the Newport Transit Station was developed for express bus service with the option to expand service in the future. Lyssa Leitner described the property boundaries and discussed that the site was chosen for its potential to grow with future development. The property is split into quarters and the transit station itself was placed in the southeast quarter so the building wouldn't be buried in the back of the property. The curb can be raised to accommodate bus rapid transit (BRT). The transit station has Wi-Fi and bathrooms with flushing toilets. Library kiosks will soon be located from Newport City Hall to the transit station. There is currently parking for 150 with ability to expand by another 200. There is also the option to build a structure if more parking is needed.

Pavement is currently incomplete and other minimal items like landscaping still need to be finished. These items should be completed before or after the grand opening once construction restrictions have been lifted.

The plan for the property includes dense housing and protected green space for area residents. Melissa Taphorn with the Washington County Housing and Redevelopment Authority (HRA) explained that the site, also known as Red Rock Crossing, is 40 acres. The City of Newport and the HRA signed a joint powers agreement to work on redevelopment. A completed market study determined a need for high density housing. There will be office, some retail, and light industrial in the future. There was interest in using the transit investment to bring jobs and residents to the area. Developers are already being engaged.

They received a planning grant from the Metropolitan Council and are using transit-oriented development design guidelines which call for 30-50 units per acre. This is very high density for a suburban location.

The site will be developed in phases with Phase I focused on high density housing. Phase 2 is directly to the south which is currently mixed-use with small business owners. Phase 3 would be further south but won't include Tinucci's restaurant. Phase 4 is directly south of the cold storage facility to the west. The last phase will be for commercial development.

Cali Owings asked how many units would be onsite. Kathryn Paulson with the HRA stated that there will be up to 400 units.

DRAFT

Commissioner Slavik asked if more property would be purchased. Melissa Taphorn stated that the HRA has adopted an Acquisition and Relocation policy guiding the ability to acquire sites and relocate businesses once a project has been identified. There is some flexibility to purchase property sooner if need be. The HRA has already acquired a building where there wasn't another purchaser interested in the building.

Commissioner Peterson asked about clarification on affordable housing. Melissa Taphorn stated that there will be 200 units or less for affordable housing and maybe about a quarter for senior housing. These units would come with tax credits. However, median rents are lower in Newport than other areas of the metropolitan area so the units would be more market rate.

Commissioner Rahm arrived.

Joe Scala with Hennepin County asked about current ridership at the transit station. Lyssa Leitner stated that the ridership is low but improving. The county is working to promote the site. Lower Afton and Cottage Grove cars will be have flyers placed on the cars by Metro Transit.

Commissioner Vaughan asked who is in charge of maintaining the building. Lyssa Leitner stated that the county maintains the building unlike most other metro area park and rides which are owned and maintained by Metro Transit. Commissioner Vaughan asked if the building gets locked at night. Lyssa Leitner thought the station automatically locks at 10:00 pm and that there would soon be security cameras in operation. Commissioner Bigham said that the library lockers will help bring people to the site.

Agenda Item #3: Approval of Agenda

Quorum was not present. Motion was made by Commissioner Peterson to approve the agenda. Motion was seconded by Commissioner Vaughan. All in favor, motion carries.

Consent items were moved to the April meeting.

Agenda Item #4: Implementation Plan

Lyssa Leitner discussed that the Implementation Plan update will be standing item on the commission's agenda and that staff from Kimley Horn would be present with larger updates as appropriate. Since the last commission meeting, the Technical Advisory Committee (TAC) met. The TAC includes staff from the corridor's cities, MnDOT, Metropolitan Council, and Metro Transit. The TAC will review the Previously Completed Work Memo and Project Management Plan. Documents will be brought to the commission as needed. The TAC discussed the Business and Civic Advisory Committee (B-CAC) and made recommendations of individuals to participate.

Stakeholder engagement will kick off with the grand opening on April 27th at 4:00 pm. The grand opening will include an open house format for engagement for the Implementation Plan. HRA staff will have engagement activities as well. Washington County staff has asked Metro Transit for a Red Line bus though a bus is unlikely to be available since the grand opening will be held around rush hour. Invitation letters will be sent to all elected officials along the corridor including the cities, the state, and federal officials.

Washington County staff will be doing normal promotion for the grand opening. Information about the transit station and the grand opening will also be included in the next Washington County newsletter to be delivered to all county residents.

There will be an upcoming meeting with the B-CAC. The first meeting will be informational and will include details on the corridor, request for feedback on engagement, and information on how these individuals could participate in the Implementation Plan. The B-CAC will not make decisions for the corridor but will make recommendations and provide feedback.

Lyssa Leitner asked the commission for feedback on the list of individuals to be asked to participate in the B-CAC meeting. Commissioner Bigham recommended the Newport Business Association and clarified that the packet should state “Renewal by Andersen” not just “Andersen.” Cali Owings recommended the East Side Area Business Association (ESABA). Commissioner Bigham recommended Greater MSP. Commissioner Peterson recommended the school district. Lyssa Leitner asked for a contact name and Commissioner Bigham recommended Barb Brown. Commissioner Bigham added Warner Electric and stated that business representatives along the corridor have said that the limited transportation options make it difficult to recruit new employees. Commissioner Peterson asked about the economic development authorities and Lyssa Leitner stated that these organizations are engaged through the TAC. In general, appointed and elected individuals are not engaged in the B-CAC. Commissioner Peterson recommended the Cottage Grove Senior Center. Commissioner Bigham commented that Hastings and South Washington County Community Education groups could be included. Cali Owings recommended Gerdau Ameristeel.

Lyssa Leitner reminded the commission that everyone is welcome to attend the B-CAC meeting in April. April is a busy month with the B-CAC and grand opening. There will be several updates for the commission at the next meeting in April.

Lyssa Leitner commented that there have been some safety concerns over buses operating on shoulders. MnDOT staff will be at the next commission meeting to discuss operating standards.

Commissioner Vaughan asked for clarification on recommended community education representatives to the B-CAC. Commissioner Vaughan wanted to know if the community or leadership would be asked to participate. Commissioner Bigham said that staff, usually the director, would be contacted. Commissioner Vaughan explained that sometimes the Pioneer Press will get everyone in one room to discuss different topics and the commission could be involved in those conversations to save time and labor.

Lyssa Leitner clarified that if anyone can’t make it to the B-CAC meeting that Washington County staff is happy to present to different groups. Commissioner Bigham added that many of the individuals on the B-CAC list are involved in the area chamber organizations and any chamber presentation would include many of the individuals and groups being discussed.

Commissioner Bigham stated that she would like small business representation on the B-CAC and more variety in the types of businesses. Lyssa Leitner added that the intent is to

include a broad group of individuals to be representatives for the larger community and that the list can grow if more people are interested in joining.

Commissioner Bigham reminded the group that Washington County staff would be presenting at the Cottage Grove Chamber in May. Commissioner Bigham also expressed interest in joint meetings with cities and other stakeholders in a workshop rather than seeking out individual meetings.

Commissioner Vaughan stated that a press release to the local paper would be helpful. Lyssa Leitner explained that there would be a press release for the grand opening and Implementation Plan in a couple of weeks. Commissioner Bigham added that there is always social media available to aid in communications.

Agenda Item #6: Communications Update

Lyssa Leitner explained that the Johnson Group is working to update videos and these videos will be posted as they are available.

Commissioner Bigham asked the group to share the corridor's page and help to drive more traffic to the page. Lyssa Leitner stated that an email when out to the TAC to also engage with the corridor via social media and to help share the information.

Commissioner Peterson commented that there wasn't a link to the meeting's agenda on Facebook or a link to the website. Commissioner Bigham stated that there should be a reminder the week of the meeting.

Agenda Item #7: Other Information

a. Commissioner Reports

Commissioner Slavik discussed the recent high speed rail meeting. The group did a bylaw review and discussed quorum issues. Commissioner Peterson added that there was a discussion on the communications request for proposals. Commissioner Bigham confirmed that the next high speed rail meeting would be the first Thursday in May in Red Wing.

Commissioner Bigham stated that Chair Duininck is confirmed to speak at the grand opening. Commissioner Bigham added that the CTIB meeting included an update on Southwest Light Rail's agreement made with the Parks Department.

b. Next Meeting, April 23rd at 4:30 pm at Newport City Hall

Agenda Item #8: Adjourn

Motion was made by Commissioner Peterson to adjourn. Commissioner Slavik Seconded. All in favor, Motion Carries. The meeting was adjourned at 4:46PM.

DRAFT

RED ROCK
SOUTHEAST CORRIDOR

DATE: May 13, 2015

TO: Red Rock Corridor Commission

FROM: Staff

RE: Implementation Plan Update

Background
Starting in 2015, the Red Rock Corridor Commission will develop an Implementation Plan for phased transit improvements in the corridor, including eventual bus rapid transit (BRT) service. The Implementation Plan will:

- identify more specific construction and capital costs;
- revise station area plans guided by market analysis for bus rapid transit;
- determine a funding plan; and
- establish a staged approach for implementation of the plan.

The goal of the Implementation Plan is to determine short- and long-term strategies for implementing BRT and to tie those strategies to funding needs. It is expected that the plan will be completed by spring 2016. A fact sheet is attached that will be used for public engagement during the beginning of the Implementation Plan. The document will be updated as more information/results are available.

April and May Activities
Staff and Kimley Horn have finalized the first project deliverables including the Public Involvement Plan, Project Management Plan, and Review of Previously Completed Work Tech Memo. The second Technical Advisory Committee (TAC) and first B-CAC meetings were held. Staff will bring materials to the Commission for review as necessary. Additional information is below on two key activities that took place in the last two months, the first open house and the development conversations with Strategic Economics and Smart Growth America.

April/May Meetings	**Date**
Development Conversations	April 15, 2015
B-CAC	April 17, 2015
Lafayette Commuter Fair (booth)	April 23, 2015
Open House	April 27, 2015
Hastings Family Service	May 5, 2015
TAC	May 18, 2015
Cottage Grove Chamber	May 20, 2015

Open House at Newport Transit Station
An open house was held on April 27th as part of the Newport Transit Station Grand Opening. A summary of the activities and input gathered is attached to this memo. Staff will present findings and next steps on public engagement during the Commission meeting.

Development Conversations with Strategic Economics and Smart Growth America
As part of East Metro Strong's work, two development experts met with Red Rock staff and Commission Bigham to talk about development opportunities in the Red Rock Corridor. A summary of this conversation is attached to this memo. Will Schroeer, Executive Director of East Metro Strong, will be at the Commission meeting to present details.

Alternatives to Analyze in Implementing Plan
Based on the activities and input received over the past few months and during the AAU, staff will begin a conversation with the Commission to discuss the transit alternative details that will be analyzed during the Implementation Plan.

Action
Discussion

Public Open House #1 Summary

Meeting Overview

The first public open house for the Red Rock Implementation Plan was held on Monday, April 27th from 5:00-7:00 PM following the grand opening for the Newport Transit Station. The purpose of the first open house was to:

- Introduce and share information related to the Implementation Plan and bus rapid transit
  - Explain the timeline for the plan and what will be included
  - Explain the physical and service features of bus rapid transit stations and vehicles
- Provide opportunities for members of the public to inform plan development through activities that address the questions outlined below

The meeting was held in an open house format with no formal presentation, allowing attendees to come and go as they wished. There were approximately of 20 attendees participated in open house activities and about 60 attended the Grand Opening. The meeting included four interactive stations at which participants could learn about the plan and provide comments and recommendations. Project and consultant staff were available to guide activities and answer questions. This document summarizes feedback received at this open house.

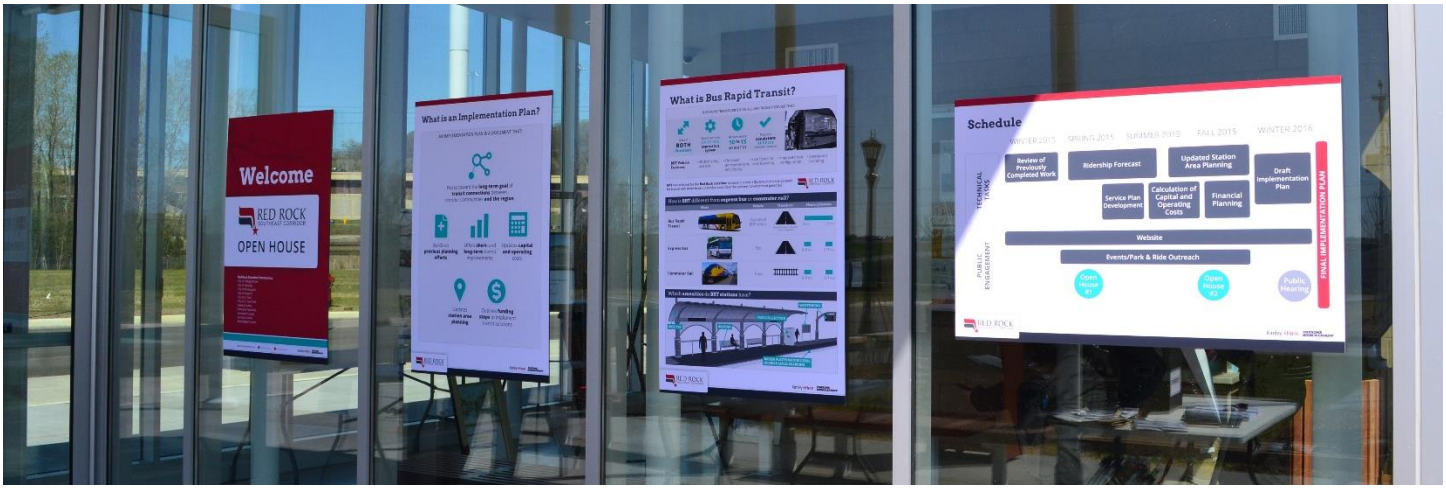
Open House Stations

In order to collect meaningful comments and ideas from participants, the stations were designed to be both informative as well as interactive. Stations included:

- Informational Boards Station
- Priority Ranking Station
- Schedule and Service Station
- Travel Patterns Mapping Station

Each station is described below with an overview of information received from the public.

INFORMATIONAL BOARDS STATION



The purpose of this station was to provide background information about the Red Rock Corridor and the Implementation Plan. Staff were available to listen, capture feedback, and answer questions. Display boards included:

- What is an implementation plan?

- What is Bus Rapid Transit?
- The timeline for the project

Boards from the open house are included in the appendix of this summary.

PRIORITY RANKING STATION



At this station, participants were presented with potential priorities for the Red Rock Corridor. They were then asked to prioritize these ideas by selecting the three that were of most importance to them. The exercise was completed by placing rocks, representing their first choice, second choice, and third choice, into jars that represented various priorities. Attendees were also able to write in their own priorities for the corridor if the ones provided were not representative.

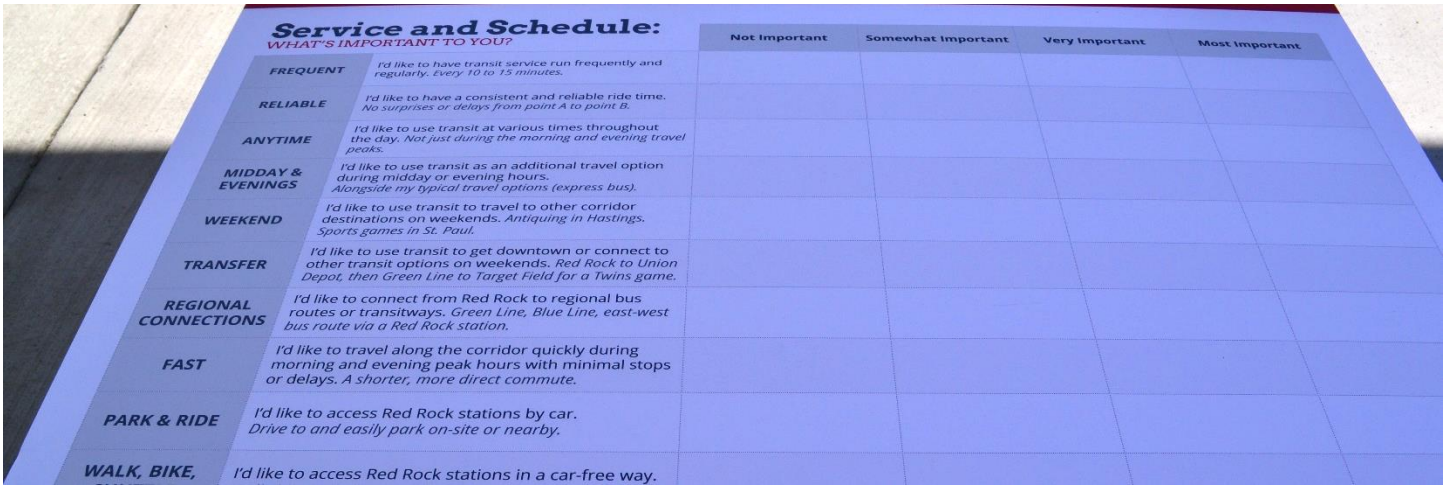
At the end of the open house, rocks were tallied to determine attendee preferences (See *Table 1*). The top priorities were Regional Transit Connections, Frequent Service from 5am-12am, and New Development. The other priorities suggested for the corridor were suburb to suburb service, developing the Cottage Grove location, and speedy access to Minneapolis. Specifics of the additional priorities can be found in the Appendix.

Table 1: Open House Prioritization Results

PRIORITIES	1ST	2ND	3RD	WEIGHTED TOTAL[1]
Regional Transit Connections	10	2	4	38
Frequent Service from 5am-12am	4	8	3	31
New Development	4	3	4	22
Cost-Effective Service	1	3	4	13
Weekend Transit Service	1	3	3	12
Consistent Commute Time	1	1	5	10
Easy and Pleasant to Use	1	3	1	10
Access Beyond a Station Area	0	3	1	7

[1] The weighted total was calculated by finding the summation of three times the 1st priority, two times the 2nd priority, and the 3rd priority.

SERVICE AND SCHEDULE STATION



This station provided open house attendees with the opportunity to express what type of transit service and schedule is most important to them along the Red Rock Corridor. Each attendee was given a set of 10 stickers and rated statements about transit service on a scale from not important to very important. The priorities identified were service from park-and-ride facilities, having transit service available throughout the day, and the ability to easily transfer from transit in the Red Rock Corridor to other bus routes and transitways throughout the region. The results are summarized in *Figure 1*. Two attendees chose to write additional statements onto the board, including "commuter and passenger rail" and "from Cottage Grove to airport."

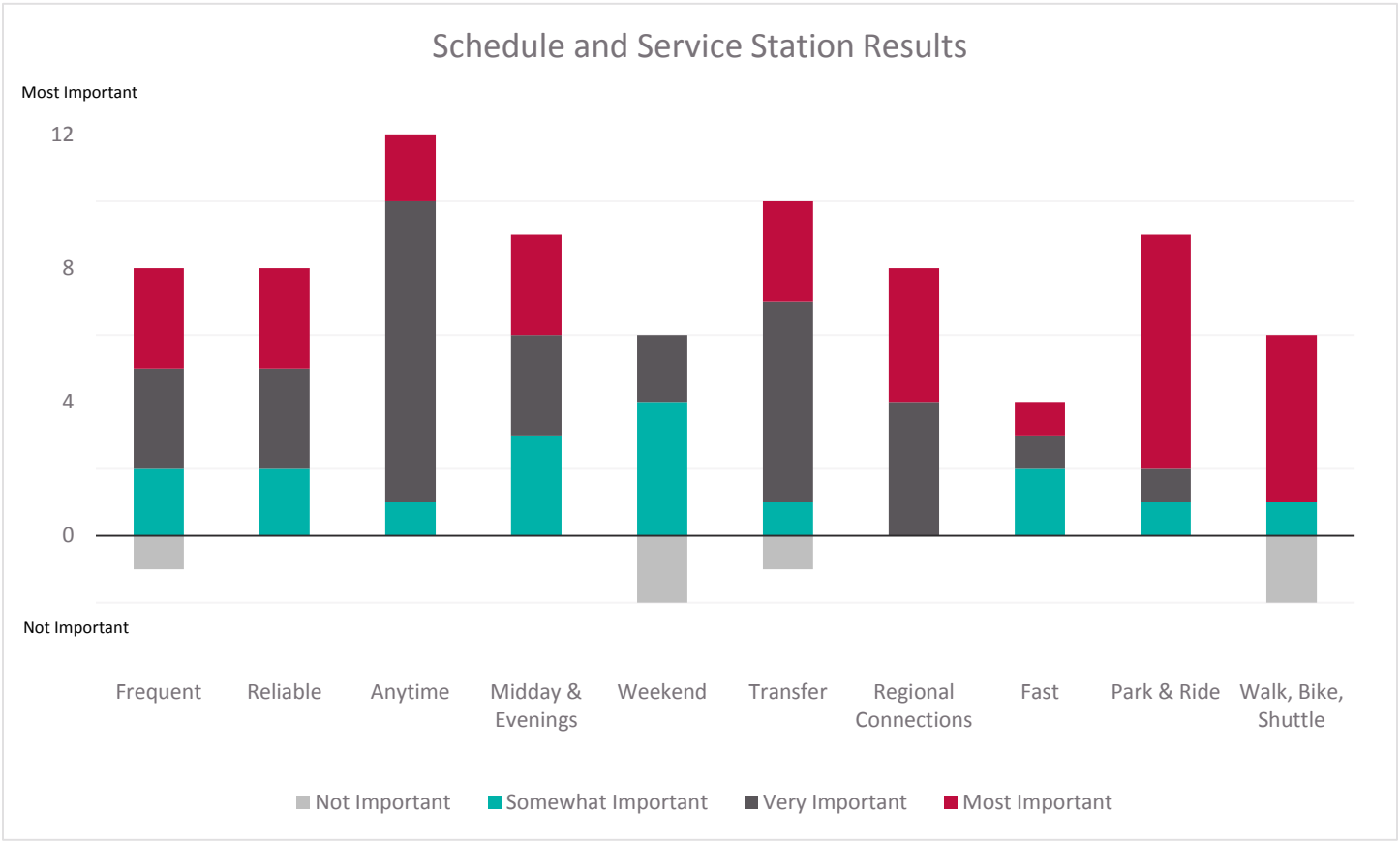


Figure 1: Schedule and Service Station Results

TRAVEL PATTERNS MAPPING STATION



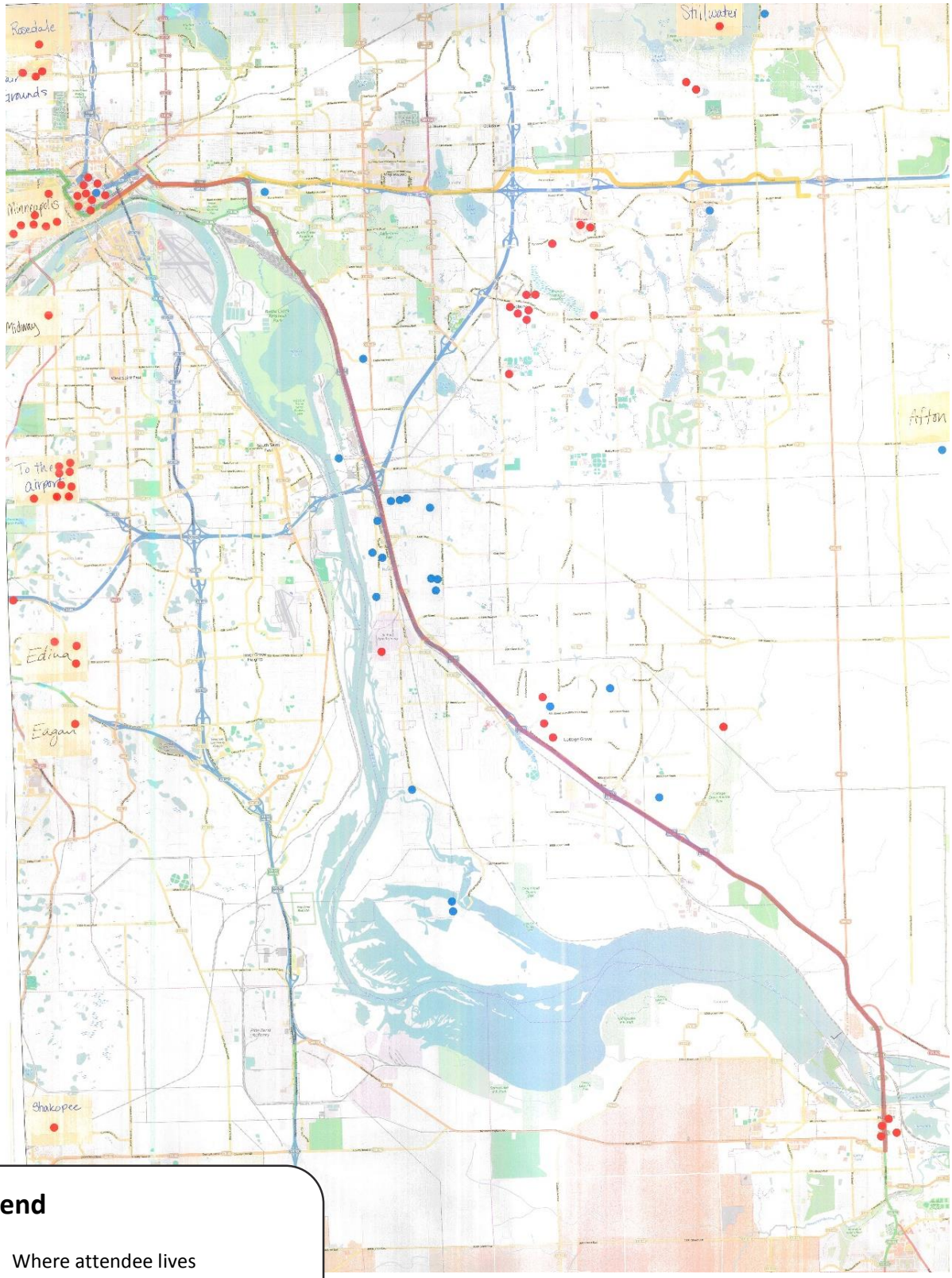
The purpose of this station was for participants to describe their travel patterns within the Red Rock Corridor and throughout the region. Attendees placed a blue sticker near where they live and red stickers near places to which they often travel. Those who participated in the activity primarily live in Newport, Cottage Grove, and St. Paul Park. While several destinations were represented, those with the greatest frequency include downtown St. Paul, downtown Minneapolis, the Minneapolis-St. Paul Airport, Woodbury, and downtown Hastings. The results are shown in *Figure 2*.

Comments

Open house attendees were also invited to leave written comments about the Implementation Plan. The most frequent comments received at the event related to:

- Suburb to suburb service
- Getting transit to Hastings
- Express service to Minneapolis

Specific comments can be found in the Appendix.



Legend

- Where attendee lives
- Places attendee goes frequently

Figure 2: Travel Patterns

Appendix

Comments from the public are provided here unedited and as they were received.

Additional Priorities

COMMENTS
Speedy access to Mpls
Develop the Cottage Grove Location
Suburb to suburb options -> southwest (Shakopee)
Between suburbs – to west – Along 494 to Edina ☺

Written Comments

COMMENTS
I support the Red Rock Corridor (and development) on the south east but really wish that Metro Transit offered suburb to suburb options
I carpool to & from here daily – no bus or public transportation between suburbs
I would like information to who to call or e-mail about getting transit & lite rail to Hastings
How about the eventual Mpls express taking 494w – 110 – Snelling Park & Ride
Fair (State Fair) bus is a great idea!

Open House Boards

Welcome

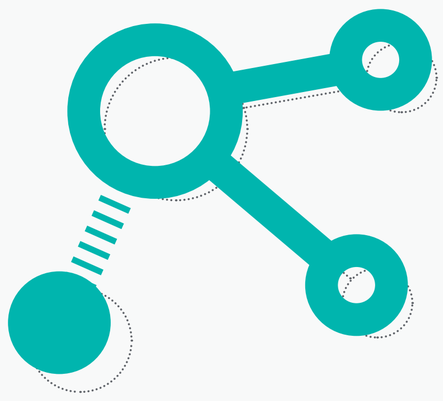
RED ROCK
SOUTHEAST CORRIDOR

OPEN HOUSE

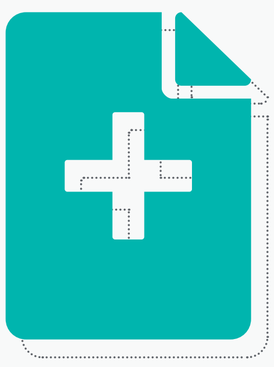
Red Rock Corridor Commission:
City of Cottage Grove
City of Hastings
City of Minneapolis
City of Newport
City of St. Paul
City of St. Paul Park
Dakota County
Denmark Township
Hennepin County
Ramsey County
Washington County

What is an Implementation Plan?

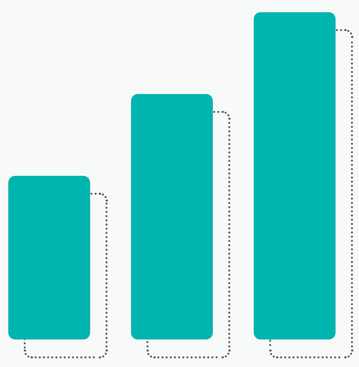
AN IMPLEMENTATION PLAN IS A DOCUMENT THAT:



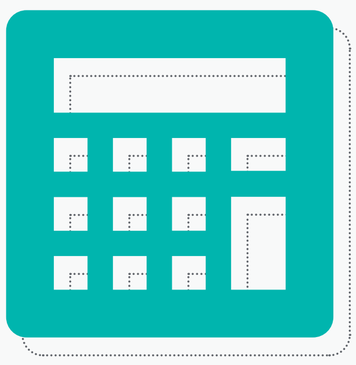
Works toward the **long-term goal** of **transit connections** between corridor communities **and the region**



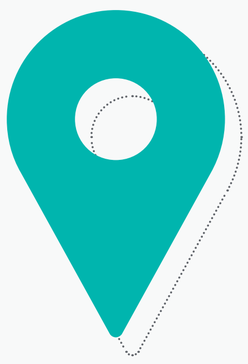
Builds on **previous planning efforts**



Offers **short-** and **long-term** transit improvements



Updates **capital and operating** costs



Updates **station area planning**



Outlines **funding steps** to implement transit solutions

RED ROCK SOUTHEAST CORRIDOR

Kimley»Horn PARSONS BRINCKERHOFF

What is Bus Rapid Transit?

BUS RAPID TRANSIT (BRT) IS AN ALL-DAY TRANSIT SERVICE THAT:

Goes in **BOTH Directions**

Works with the **EXISTING express bus system**

Arrives every **10 TO 15 MINUTES**

Provides **consistent SERVICE** between stations



BRT Vehicle Features:

- All door entry and exit
- On-board announcements and display
- Low floors for easy boarding
- Improved seat configuration
- Specialized branding

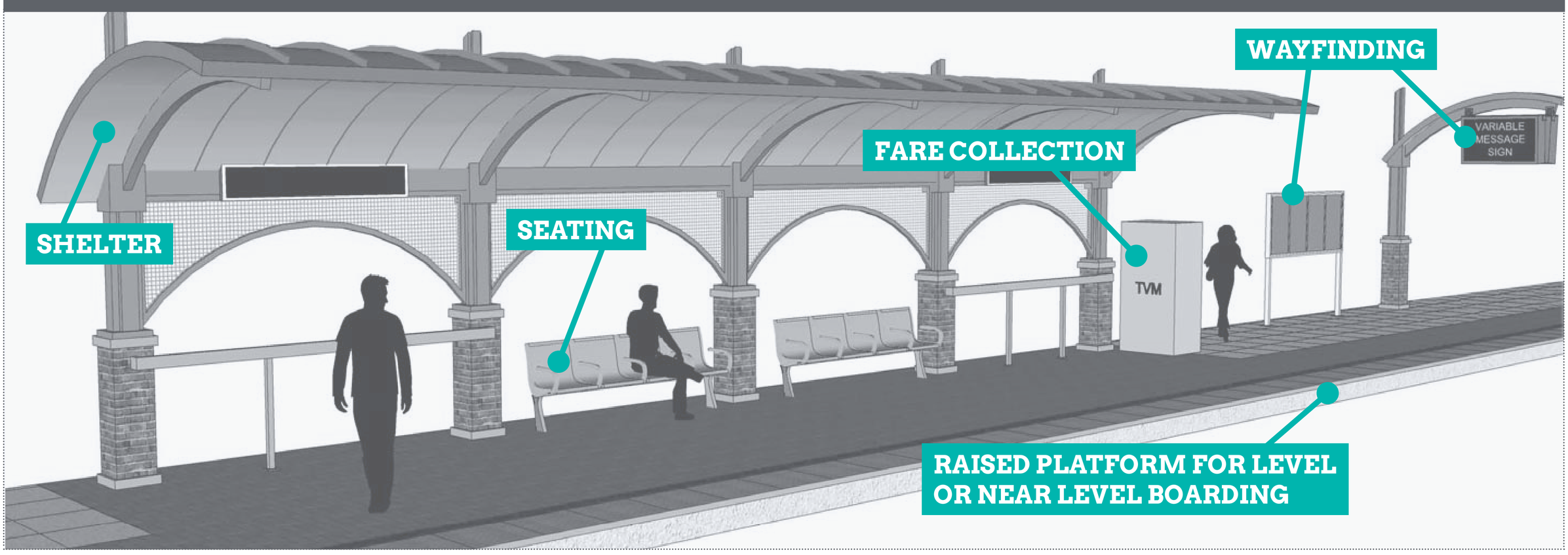
BRT was selected for the **Red Rock Corridor** because it is cost-effective, meets the demand for transit with more hours of service, and offers the greatest development potential.

RED ROCK SOUTHEAST CORRIDOR

How is **BRT** different from **express bus** or **commuter rail**?

	Mode	*Vehicle*	*Travels on:*	*Hours of Service*
Bus Rapid Transit		Specialized BRT Vehicle	Also will travel on shoulder when congested	5 A.M. – 12 A.M.
Express Bus		Bus		6–9 A.M. / 3–7 P.M.
Commuter Rail		Train		6–9 A.M. / 3–7 P.M.

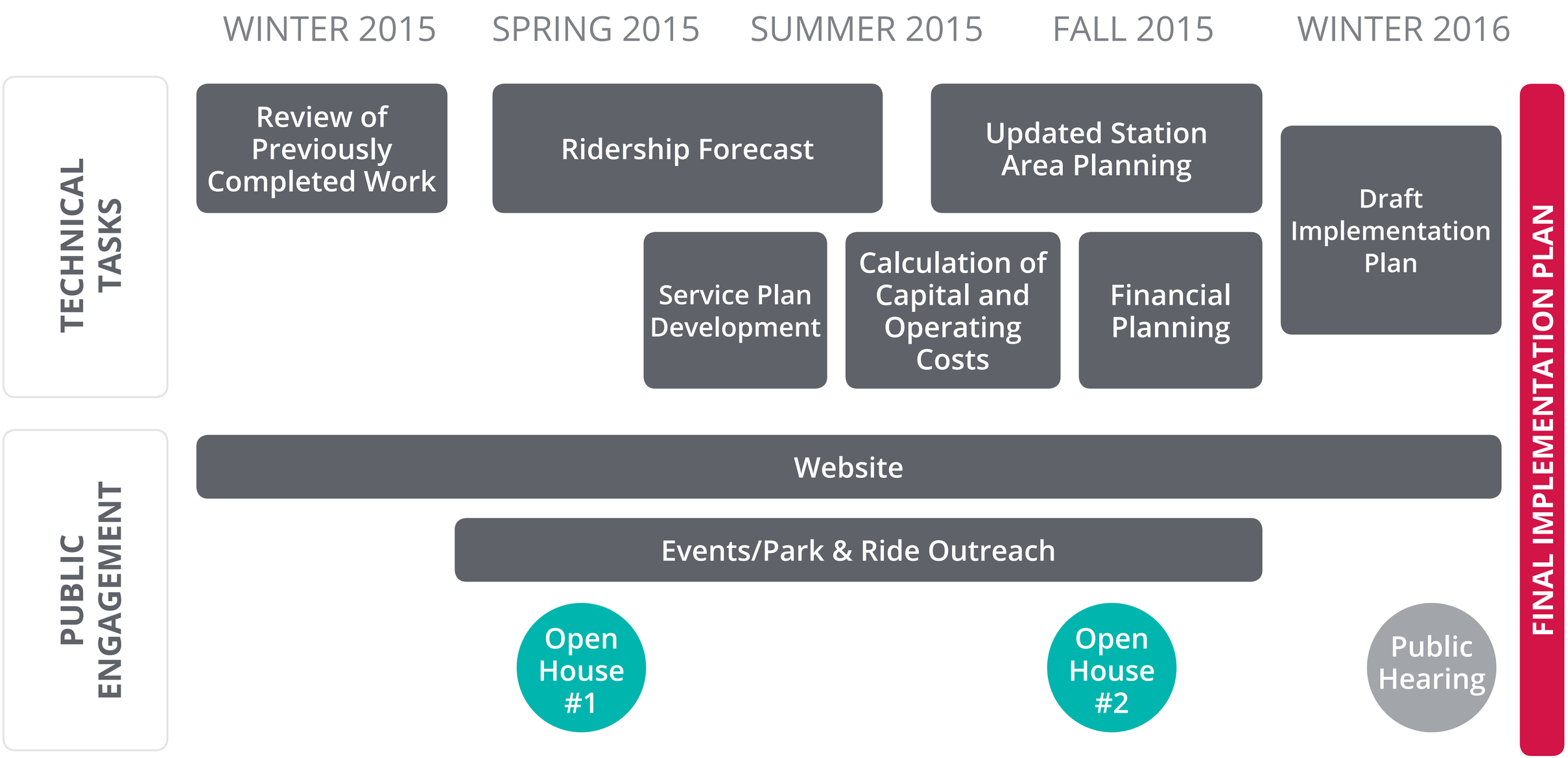
Which **amenities** do **BRT stations** have?



RED ROCK SOUTHEAST CORRIDOR

Kimley»Horn PARSONS BRINCKERHOFF

Schedule


WINTER 2015
SPRING 2015
SUMMER 2015
FALL 2015
WINTER 2016
TECHNICAL TASKS
Review of Previously Completed Work
Ridership Forecast
Updated Station Area Planning
Draft Implementation Plan
Service Plan Development
Calculation of Capital and Operating Costs
Financial Planning
FINAL IMPLEMENTATION PLAN
PUBLIC ENGAGEMENT
Website
Events/Park & Ride Outreach
Open House #1
Open House #2
Public Hearing

Service and Schedule:
WHAT'S IMPORTANT TO YOU?

		Not Important	Somewhat Important	Very Important	Most Important
FREQUENT	I'd like to have transit service run frequently and regularly. *Every 10 to 15 minutes.*				
RELIABLE	I'd like to have a consistent and reliable ride time. *No surprises or delays from point A to point B.*				
ANYTIME	I'd like to use transit at various times throughout the day. *Not just during the morning and evening travel peaks.*				
MIDDAY & EVENINGS	I'd like to use transit as an additional travel option during midday or evening hours. *Alongside my typical travel options (express bus).*				
WEEKEND	I'd like to use transit to travel to other corridor destinations on weekends. *Antiquing in Hastings. Sports games in St. Paul.*				
TRANSFER	I'd like to use transit to get downtown or connect to other transit options on weekends. *Red Rock to Union Depot, then Green Line to Target Field for a Twins game.*				
REGIONAL CONNECTIONS	I'd like to connect from Red Rock to regional bus routes or transitways. *Green Line, Blue Line, east-west bus route via a Red Rock station.*				
FAST	I'd like to travel along the corridor quickly during morning and evening peak hours with minimal stops or delays. *A shorter, more direct commute.*				
PARK & RIDE	I'd like to access Red Rock stations by car. *Drive to and easily park on-site or nearby.*				
WALK, BIKE, SHUTTLE	I'd like to access Red Rock stations in a car-free way. *Walk, bike, or take transit to the stations.*				

Development Conversations with Strategic Economics and Smart Growth America
Summary from April 15th, 2015 Conversation

Attendees

John Burbank, Cottage Grove
John Hinzman, Hastings
Joe Morneau, Dakota County
Commissioner Karla Bigham, Washington County
Jan Lucke and Hally Turner, Washington County
Kathryn Paulson, Washington County HRA

Dena Belzer, President, Strategic Economics
Roger Millar, PE, AICP, Vice President of Technical Assistance and Director of the Leadership Institute at Smart Growth America
Will Schroeer, Executive Director, East Metro Strong

Overview

National experts from Smart Growth America (SGA) and Strategic Economics met with county and municipal leaders April 15, 2015 to provide assistance per our request to East Metro Strong. (East Metro Strong paid Consultant costs.) Belzer and Millar were also the featured speakers at the Gateway Development Forum on April 14, and provided assistance to Lake Elmo and Gateway stakeholders. While the visits to the two corridors were distinct, the Gateway visit provided useful additional context around economic development in the area and transit plans and opportunities.

Belzer and Millar's visit to Red Rock began with a briefing from corridor staff and consultants about the history of the Corridor and the distinct characteristics of each Red Rock Corridor community. Will Schroeer then provided a tour of the Corridor, including driving through Newport, Saint Paul Park, Cottage Grove, and Hastings.

In the afternoon, consultants met with Commissioner Bigham and staff from Washington County and cities on the corridor.

This summary condenses first themes that Belzer and Millar shared throughout their visit to the Twin Cities,[1] and then their observations on the Red Rock Corridor specifically.

[1] Presentations are available here: http://thegatewaycorridor.com/html/recent-news.php

1. Transit, Transit Oriented Development, and the Opportunity to Capture Future Growth That Supports Community Values

High frequency, high quality transit in the Highway 61 corridor will give communities on the southeast side of the metro region the ability to take advantage of multiple emerging market tends, and strengthen their own economic and fiscal health.

To achieve these objectives cities along the corridor will need to actively work to understand and plan for the specific options and opportunities they want to capture. Successful planning allows for an appropriate alignment between community values, regional goals, and private sector objectives for return on investment. When this alignment occurs, there is a greater benefit for all parties.

In the absence of a plan the community has no way to communicate its objectives to the private sector and the private sector has increased uncertainty about what type of development would be acceptable. This vacuum tends to create outcomes that may be "acceptable" but could also be suboptimal for both the community and the property owners/developers.

Broad trends shaping the opportunities that BRT presents include:

Our nation's demographics are changing in a way that is profoundly affecting the housing market.

Demographic trends are moving the housing market strongly away from conventional suburban housing.

We see strong trends in overall preferences, and in preferences of specific groups.

- A majority of Americans now want to live within walking distance of schools, stores, and restaurants.

The two biggest demographic groups in the nation—retiring Baby Boomers and so-called Millennials (18-30-year-olds) —are both expressing a strong preference for a more walkable urban *or* village lifestyle.

- A growing percentage of Millennials prefer to live without cars altogether or to live a "car-lite" lifestyle.
- The vast majority of net new households being formed have no children at home, and most of them are one and two-person households—which are much more likely to prefer a walkable neighborhood.
- Half of young adults don't want to live in conventional suburbs and commute.

These trends are a complete departure from those experienced for decades in the 20th century.

The formula for economic growth is changing.

Similarly, the market for retail is changing. The suburban shopping malls, big boxes, and power centers that thrived for decades are struggling as a result of oversupply, and a shift in preferences. With online

buying playing a bigger role for consumers, many are looking for a more authentic experience when they shop in person. This is bringing new value to traditional walkable Main Streets.

Suburban development patterns are making it more difficult for local governments to balance their budgets.

Suburban development patterns require extensive investments in capital infrastructure and on-going maintenance. Low-density development requires more infrastructure to serve fewer people and requires service providers such as firefighters and school buses to travel farther. More compact development patterns reduce both life-cycle infrastructure costs and operating costs.

A 2013 study by Smart Growth America, *Building Better Budgets: A National Examination of the Fiscal Benefits of Smart Growth Development* , concluded that, compared to conventional suburban development, smart growth patterns can save:

- up to one-third in upfront infrastructure cost and
- 10% annually in ongoing operating expenses.

Smart growth development patterns can generate approximately 10 times more revenue per acre.

2. Observations on the Red Rock corridor

Highlights from the conversation with Belzer and Millar.

- The river towns in the Red Rock Corridor have wonderful existing charm and great walkable areas.

  Even parts of the corridor that might not initially appear to be candidates for walk/bike access to transit stations have good 'bones' and could become quality walkable places.

- These qualities, in proximity to jobs of all kinds, plus the river, can (and should) be the foundation for strong growth.

- Belzer and Millar felt that conversations about transit in the Red Rock Corridor tend to focus on how to get people out of your communities (i.e. commuter service to Minneapolis and St. Paul) and not enough on how to bring people in. This includes a focus on how to get people to jobs outside Red Rock communities rather than how to get people to jobs in Red Rock communities.

- The focus should be to enhance and serve existing communities, cities, and neighborhoods before creating new development.

- Currently, stations are planned where people are not located. Encouraged serving people where they already are (existing developed areas in Corridor).

- The focus for the Implementation Plan should be to create a great BRT service, not on trying to fit a BRT service into a potential commuter rail project.

Among other items, that would mean, for example, locating stations not primarily to coincide with potential future rail stations, but primarily to serve and support current communities and economic growth.

- Transit investments should fit the context of existing communities with a focus on frequent, reliable, and comfortable service.

- In general, areas throughout the Red Rock corridor have qualities that are both in demand and rare nationally and in the metro: walkable, affordable, and close to a variety of kinds of jobs.

    - About 20 percent of Americans would like to live in mixed-use small towns, but only 10 percent do; a substantial opportunity for such places.

    - 40% of Millenials would prefer a rural community *or a small town*.

- Build on these qualities. Adding good transit into the walkable parts of these towns would be a powerful boost to both existing residents and businesses, and to economic development.

- The need for quality transit now means that BRT implementation could usefully include incremental improvements to current service.

RED ROCK
SOUTHEAST CORRIDOR

DATE: May 13, 2015

TO: Red Rock Corridor Commission

FROM: Staff

RE: Communication Update

5a. Project Awareness through Facebook
In order to increase awareness of the Red Rock Corridor, the Commission is utilizing the Facebook advertisement feature. Four initial messages were used:

- General Awareness (Your Ticket to the Southeast Metro)
- Follow our progress. Join our mailing list.
- Newport Transit Station. Now Open.
- Newport Transit Station. Open House. (these stopped running on 4/27)

The age limit was 18-64 years and the geographic area that was targeted was:

- 10-mile radius Union Depot
- 10-mile radius of Lower Afton
- 20-mile radius of Newport
- 20-mile radius of Cottage Grove
- 30-mile radius of Hastings

Out of the 288 people who clicked on the advertisements, 256 lead to “actions” which means they liked the page, commented on a post, or liked a post. This is considered a very high success rate.

Action:
Information

5b. Business and Civic Advisory Committee Profiles
In order to generate content for the Red Rock e-newsletters and provide information to stakeholders about the role of the B-CAC, staff will be writing B-CAC profiles each month. The B-CAC members will be chosen based on their attendance at meetings, in-person meetings/events we attend of theirs, and to align with opportunities to announce activities/events. For example, the May B-CAC profile will be on the Cottage Grove Chamber so we can highlight the information we received at their meeting on May 20th. The June profile will be on Renewal by Anderson to highlight their expansion and conversations Commissioner Bigham had with their staff. The July profile will be on Hastings Family Service to highlight their costumer transit needs and discuss a backpack give away event in August. Staff will work to schedule other B-CAC profiles throughout the rest of the year.

Action:
Information

5c. Other
Website
There have been 1,769 website views in the last 30 days.

Facebook
The Facebook page is now up to 272 likes. There have been no instances where comments needed to be removed from the Facebook page in accordance with the Commission's Facebook use policy.

Action:
Information